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Justice Department Acts to Check Petrillo

Will Start Grand Jury Action Within 10 Days Against AFM President; Artist Booking Agencies Named

By SOL TAISHOFF

TIMING its action to coincide with the threatened March 1 boycott of members of the American Guild of Musical Artists by the American Federation of Musicians, the Department of Justice announced last Friday that it plans to launch grand jury proceedings against James C. Petrillo, AFM president and virtual dictator of the musicians' realm.

Assistant Attorney General Thurman Arnold, head of the Anti-Trust Division, said the grand jury would be convened "shortly" to investigate complaints relating to practices of booking agencies, concert bureaus, broadcasters and others in their dealings with artists in the musical fields. Emphasis, however, was placed upon AFM and the powers of Petrillo, which were said to be "absolute and subject to no control".

Within Fortnight

While the announcement did not disclose where or when the proceedings would be instituted, it is understood that the Department intends to proceed within ten days. Several places were understood to be under consideration. Because the Department regards Milwaukee as a typical American city, with a music-loving populace, it is entirely possible that proceedings will be instituted there.

Victor O. Waters, special assistant to the Attorney General in charge of the ASCAP-BMI litigation, which resulted in successful consummation of consent decrees, promptly will be assigned to this case. It is understood he has conducted the preliminary investigations, along with his immediate chief, Holmes Baldridge, chief of the Litigation Section of the Department. Officials and attorneys of AGMA have conferred with Anti-Trust Division attorneys during the last six months.

While the announcement did not touch upon the AFM-broadcasting controversy of past years involving "made work" through the forced retention of fixed quotas of musicians at stations, it is assumed this will be an important aspect of the Government's prosecution.

The "press release" procedure, rather than the actual filing of the action, is similar to Assistant Attorney General Arnold's method employed last December, prior to the rupture in ASCAP-broadcasting industry relations. At that time he announced that criminal proceedings would be instituted against both ASCAP and the broadcasting industry. This resulted in the acceptance of a consent decree by BMI in January; institution of criminal proceedings against ASCAP a fortnight later, and the signing of a consent decree by ASCAP last week.

Following a recent court decision upholding the claims of Petrillo that his union, under the American Federation of Labor, had sole jurisdiction over all instrumental musicians, the AFM czar set March 1 as the deadline for all instrumentalists belonging to AGMA to join AFM or be barred from performing with AFM members. This edict is the equivalent of barring such instrumentalists from radio, motion pictures, recordings and concerts [BROADCASTING, Feb. 24].

PRESIDENT PETRILLO

Cognizant of this, and watching the situation closely, the Department announced its contemplated grand jury proceedings the day before the boycott deadline. The announcement said the investigation would cover "the relationship existing between certain booking agency companies, the broadcasting chains" and Petrillo. The proceedings, it said, "will open with an inquiry into complaints which the Department has received that Petrillo and the booking agencies have combined against the American Guild of Musical Artists, headed by Lawrence Tibbett, and including among its members Jascha Heifetz, Albert Spalding, Jose Iturbi, Lauritz Melchior, Grace Moore, Mischa Elman, Lily Pons, Gladys Swarthout and John McCormick."

Artist Booking

While the Department said that complaints had been made that the networks and booking agencies have "combined to monopolize the business of arranging concert tours and other public performances of interpretive artists who are members of AGMA and to dictate the terms under which such appearances can be made," it was not expected that the inquiry would go into the subject of purported network monopoly, now under scrutiny of the FCC.

The Department, however, already has indicated that it will make an inquiry into this subject to ascertain whether the Sherman anti-trust laws are being violated, and Mr. Waters likewise has been assigned this study.

While no word immediately was forthcoming from the Petrillo headquarters, announcement had been made that Albert Spalding would be permitted to continue as master of ceremonies and violin soloist on the CBS Sunday afternoon Coca Cola series, despite the March 1 ban. A prominent member of AGMA, Mr. Spalding had refused to accede to AFM demands that he join that union. CBS announced Feb. 26 that Mr. Petrillo had agreed to allow the violin virtuoso to con-

(Continued on Page 49)

Waters Appointed to Conduct Inquiry Into Purported Net Monopoly Activity

HAVING all but concluded its anti-monopoly action against ASCAP, the Department of Justice has assigned one of its ace attorneys, Victor O. Waters, to a study of the monopoly situation" to ascertain whether Sherman anti-trust law proceedings against networks are warranted.

Mr. Waters, it was learned authoritatively last week, already has been detailed to this work, though he is still engrossed in concluding the Government's copyright proceedings. These are expected to culminate during the ensuing week with the entering of a consent decree in New York and with the dismissal of the criminal suit filed last month in Milwaukee.

The 32-year-old former Oklahoma prosecutor was assigned to the network - monopoly proceedings by Holmes Baldridge, chief of the Trial Section of the Anti-Trust Division and a former special counsel of the FCC on the AT&T investigation. He will function under Mr. Baldridge and Assistant Attorney General Thurman Arnold in charge of the Anti-Trust Division, who initiated the ASCAP-BMI proceedings to which Mr. Waters has devoted almost his entire time for the last year. His assistant will be Warren P. Cunningham Jr., who has worked with him on the copyright matter.

AFM Situation

Mr. Waters, in fact, has been assigned to all music-radio matters. This includes the American Federation of Musicians operations. The Department announced Friday that it is launching grand jury proceedings against AFM President James C. Petrillo.

Disclosure of the Waters appointment came just as the FCC prepared to dispose of the explosive network-monopoly case which has been before it since 1938. The Commission had planned to begin final consideration of the report last

(Continued on Page 48)

Coca Cola Cutting New Disc Series

Stations Not Having Society Licenses Again Get Series

A NEW SET of *Singin' Sam* transcriptions, using non-ASCAP music exclusively, has been cut by World Broadcasting System for use by Coca-Cola bottlers on stations which do not hold ASCAP licenses, according to D'Arcy Adv. Co., agency for Coca-Cola Co. and producer of the record series.

Decision to continue to include some ASCAP music on the discs after the first of the year [BROADCASTING, Jan. 1] resulted in the programs being dropped by all but some 75 of the 219 stations previously broadcasting them.

Net Series Enlarged

New records are being shipped to all stations requested by bottlers, approximately 125 in addition to the 75 which have continued the series without interruption, the agency stated. The 75 will be sent ASCAP discs and 125 will get non-ASCAP discs, it was said, at least until the ASCAP programs have all been broadcast after which time it is probable that all stations will receive the same programs.

The Sunday afternoon network program on CBS, sponsored by Coca-Cola Co. itself, will be enlarged from a half-hour to a 45-minute broadcast on April 6. Sponsor was nearly caught in the middle of another dispute on this program when its star and m.c., Albert Spalding, violinist member of AGMA, declined to join AFM and that union threatened to withdraw its members from the program. That threat was withdrawn, however, when CBS notified the union that it had contracted to supply Mr. Spalding's services for the series.

Emerson Revision

EMERSON DRUG Co., Baltimore (Bromo Seltzer), has changed the quiz format of the *Ben Bernie* program, heard Tuesdays on NBC- at 8-8:30 p.m. *Musiquiz* is replaced with *New Army Game* in which each contestant, called a "draftee", gets successive rating of Buck Private, Sergeant, Lieutenant, Captain, and Colonel, if questions are answered correctly. Questions pay $1, $2, $5, $10, and $20.00 for each rating, and highest scorer gets chance to become a General which pays $100. Ruthrauff & Ryan, New York, is agency.

Chrysler CBS News

CHRYSLER SALES DIVISION of Chrysler Corp., Detroit, on March 3 will start a campaign for its fluid-drive automobile using *Elmer Davis in the News* on 100 CBS stations, Mondays, Wednesdays, Thursdays and Saturdays, 8:55-9 p.m. Davis is sponsored the other two weekdays on CBS by Gillette Safety Razor Corp. Agency handling the Chrysler Sales account is Lee Anderson Adv. Co., Detroit.

Defense Drive to Use Radio; Treasury May Name Callahan

NATIONWIDE educational campaign thought to be the most comprehensive ever undertaken and designed to acquaint the public with the Government's new defense bond series, including extensive use of local and network facilities, is being mapped by the Treasury Department.

Secretary Morgenthau announced at his press conference last Thursday that the Treasury is seeking a $3,000,000 appropriation from Congress to pay for expenses of printing the new securities, administration and promotion. BROADCASTING is informed that contrary to previous Treasury bond campaigns, radio time may be purchased—probably on a spot basis.

In the past there has been considerable criticism over the apparent neglect of radio when advertising was placed for the bond drives. Whereas there was extensive use of newspaper and magazine advertising, radio donated a large amount of time.

Callahan Likely Choice

While Treasury officials stressed that no actual appointments had been made, as plans for the educational campaign are still in the formative stage, it was learned that Vincent F. Callahan, former manager of WWL, New Orleans, WBZ, Boston and sales manager of WRC-WMAL, Washington, has been retained in an advisory capacity and will no doubt be named the director of radio for the campaign. Mr. Callahan has been sitting at Treasury conferences dealing with preliminary details.

Gayle Johnston, of St. Louis, regional manager of the Metropolitan Life Insurance Co., has been named principal advisor to Secretary Morgenthau on the drive. Harford Powell, formerly an editor of *Colliers* and associated with BBDO, is acting as advisor on promotion.

If present plans work out, offerings of the new securities probably will begin in a month or two. Included besides the usual "baby bond" will be an issue of defense savings stamps starting as low as 10 or 25 cents and ranging up to $5 certificates. The Treasury plans to release the bonds and stamps through 250,000 outlets, including 51,000 postoffices.

Inasmuch as the campaign is still in the planning stage, officials were reluctant to discuss any radio plans. However, it is assumed that radio will be the basic medium, with heavy use of motion pictures, magazines, and newspapers as well as direct mail.

Treasury officials emphasized that the campaign to "educate" the public would in no way parallel the Liberty Loan drives of the World War period. The present plan is merely to call the attention of not only the investing public but the man in the street to the opportunity of purchasing gilt-edged Government securities in small amounts.

Use of radio would not be limited to "hitch hike" announcements on network commercials but would be aimed particularly at localizing the drive. It is thought regional and city contacts would be named to handle details in their respective areas. These would work under Washington direction in lining up various local programs. Networks would be used in a general way, while the stations would be utilized for follow-up work, which is expected to put the campaign over.

Several leading advertising agencies have submitted proposed campaigns to the Treasury Department for consideration. At least one or more agencies will be named to handle the drive.

Sayman Products Plans Extensive Disc Series

T. M. SAYMAN PRODUCTS Co., St. Louis (Vegetable Wonder soap and salve), which has appointed Kelly, Stuhlman & Zahrndt, St. Louis, as its agency, on March 31 starts a 39-week thrice-weekly transcribed quarter-hour series on 12 stations. Featured will be Kathryn Turney Garten, book reviewer and speaker.

Stations selected for the initial campaign, which may be extended if the results prove favorable, are WNEW WCFL WHK WIRE KFWB KFRC WHB WROL WTHT WAAB WGST KXOK. In addition, sponsor is currently running six-weekly quarter-hour news periods on WSM, Nashville, which has been running since last April but is now handled by the new agency. A thrice-weekly quarter-hour variety show featuring Wiley & Gene is on XEAW, Reynosa, Mexico. Sponsor plans include an extensive magazine, trade paper and newspaper campaign to supplement radio.

Big Morrell Week

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart Dog Food), consistant user of radio, on March 3 started an intensive one-week live announcement campaign on 25 stations. Contracts call for 13 announcements on each station for the week. Selected are KOA WJR WFAA WTAM WLW WBEN WBZ WOR WJSV KMOX KSFO KSL KDKA WCAU WOW WSM KSTP WCCO WTMJ WMC KNK KMBC WFBM WTIC WEBC. Agency is Henri, Hurst & McDonald, Chicago.

Penn Renews

FOR THE second year Penn Tobacco Co., Wilkes-Barre, Pa., is renewing in mid-March its sponsorship of the CBS *Vox Pop* program on WHOM, Jersey City, Thursdays 7:30-8 p.m. WHOM picks up the program from CBS, presenting it in the interests of Kentucky Club tobacco and Julep cigarettes. Agency is Ruthrauff & Ryan, New York.

John's Squawk

JOHN BROWN, WLS, Chicago, staff pianist, became a little annoyed recently. For the third day in a row a transcribed announcement was introduced following a short piano interlude by Brown. The first dramatic line on the platter was a woman's voice saying, "John, will you please stop making that awful noise?" Brown protested to the program department and the situation was quickly remedied. The transcribed spot was for Kellogg's All-Bran.

General Mills Booking Big 'Lone Ranger' Net

GENERAL MILLS, Minneapolis, is currently setting a deal for the *Lone Ranger*, thrice-weekly half-hour serial to go on MBS in May for Corn Kix, breakfast food. Show will continue to originate at WXYZ, Detroit. It is expected that the series will start on approximately 32 stations—16 basic and 16 supplementary outlets.

Plans further call for an expansion to more than 80 stations shortly after its inception on the new network. Merchandising plans of a new character are being worked out. Company, until Feb. 28, sponsored *Beat the Band* on the NBC-Red network. Agency is Blackett - Sample - Hummert, Chicago.

Tax Book Discs

SIMON & SCHUSTER, New York (tax instruction book) recently started a radio campaign on 63 stations in the United States, Alaska, Canada and Mexico using transcribed daily 5 or 15-minute programs. Agency is Northwest Radio Adv., Co., Seattle. The station list: KXA WPEN KQV WAAF WAAT CKLW WRVA KWFT KMPC KFBI WMMN XERA XENT KSL KHQ WCAE WDEL KFEQ KGGF KINY WPRO WCPO KSFO KFEL KJBS KWKH WHO KGHL KYA WDBC KFBK KWJJ WINX KPO WLW WHAM KOA WTAM WMIN WOR WCNW KUTA KLX WOL KTKC WCAO WFBR WCFL KFVD KHJ WDAS WFIL WFLA WGR WMEX WSUN WINS KFI WSM WSB WTIC KSTP WGN.

General Foods Discs

GENERAL FOODS Corp., New York, will sponsor *As the Twig Is Bent*, a transcribed quarter-hour daytime serial, five times weekly on about 55 stations. Series will start in mid-March in the interest of Post's 40% Bran Flakes and Grape Nuts. Story material is built around the life of a school teacher, and transcriptions are being produced by Transamerican Broadcasting & Television Corp., New York. Young & Rubicam, New York, is agency.

Pond's Spots

LAMONT, CORLISS & Co., New York (Pond's face cream), on March 3 will start one-minute spot announcements 20 times weekly on WSB, Atlanta; KMBC, Kansas City; WHAM, Rochester; WPRO, Providence; and WRVA, Richmond. J. Walter Thompson Co., New York, is agency.

When Radio Supports the Staff of Life

Peter Pan Bakeries Finds Program Effective in Selling Bread

By MILTON PETERSEN
General Manager, Peter Pan Bakeries

WE RECENTLY began the fourth year of radio advertising, using the same program over substantially the same group of midwestern stations as when we started. As a result of our experience during the past three years, I am convinced that a well-established radio program can challenge any other medium in the field of quick response to direct-action-new-product-selling

Mr. Petersen

With only one announcement on our program, we sold on direct specific orders (no consignments) 864 2-lb. fruit cakes at $1.35 each. Hundreds of orders had to be rejected when our stock was completely exhausted.

With only one week of specific commercials on a new specialty dark bread, we sold 26,000 loaves in competition with our already-established dark bread and those of our competitors.

Our established Wednesday and Friday special raisin bread sales zoomed upward to an increase of 18,000 loaves after one week of special commercials.

Just Plain Comedy

The program we have used to produce those results is a five-per-week humorous script show broadcast 11:15-11:30 a.m. It is known to its thousands of listeners as *Toby's Corntussel News*, or more familiarly as just *Toby & Susie*. The two leading characters, Toby and Susie, operate a small-town newspaper. Toby is the well-meaning editor while Susie is his assistant. The two are very much in love. The show is a simple unsophisticated comedy combining laughs, suspense and pathos.

Toby and Susie are the objects of keen audience sympathy as they constantly try to accomplish great things, frequently failing, but always bouncing back with optimism. Theirs are the problems, mistakes, heartaches and laughs of millions of everyday Americans who comprise the great radio audience. Toby, in running his newspaper, is constantly frustrated, alternately conceited and humble. His fantastic projects almost invariably backfire with ludicrous results. In the few instances when he meets with temporary success, it's always the result of efforts other than his own and in spite of himself. The joke is always on Toby and the audience loves it.

Toby and Susie is the creation of Neil and Carolyn Schaffner who came to radio after many years on the stage. As a team, the two progressed from small-time, to big-time vaudeville, and when vaudeville died, they organized a traveling tent theatre.

Intimate knowledge of the common human experience, Schaffner is convinced, provides the astonishing pulling power of the program.

Special Hookup

Of course there is nothing strikingly new or original about those principles. They have long been recognized by nearly everyone in radio but probably few have the keen human understanding, coupled with the ability to translate them in terms of "good radio".

The show originates in the studios of WMT, Cedar Rapids, where production is handled by Douglas Grant, WMT program director. From WMT it is fed to a special network including WCAZ, Carthage, Ill.; WHBF, Rock Island, Ill.; WMT; KMA, Shenandoah; and WOW, Omaha. Within the past few weeks we have added another station, KMMJ, Grand Island, Neb., more adequately to cover our expanding sales area. Peter Pan Bakers have bakeries in Omaha, Cedar Rapids and Davenport, with routes radiating many miles in every direction around each one of those plants.

Toby & Susie is also running on transcriptions for various sponsors from coast to coast.

Prior to taking over *Toby & Susie* we had a pretty unsatisfactory time of it in radio. We made all the mistakes that could be made. We tried many kinds of radio programs, quickly tired of them, discarded them and were sold on something new. But out of those experiences and from our conferences with competent radio advisors, we learned certain principles which have formed the basis of our radio advertising ever since.

In the first place, we learned to select a type of program that would appeal to the specific audience we aimed to reach—the audience that buys the products we sell. In our case that audience is made up largely of women, for the woman is the purchasing agent for the home, especially in the case of bakery products.

We learned the importance of selecting the right time to reach that audience.

One of the most important principles evolved from our earlier experiences with radio was to avoid a program which cannot continue indefinitely. We firmly believe that to run a show for a while and then drop it, is destroying an investment just as much as to buy a new bread mixer, install it in the bakery, and then never use it.

Tough Epidermis

We have developed a thick skin where amateur opinions are concerned. If a business executive or somebody's secretary, or a friend of a friend, tells us they heard our show and it was "lousy", we console ourselves with the contemplation of our sales figures which have shown a consistent upward trend.

In recent years we have clung to the belief that radio should pay for itself in dollars and cents. Therefore we test our program frequently. In every instance it has come through with flying colors. Each test shows an increasingly large audience, an audience which continues to increase even after three years!

The first real test of program popularity was made after it had run 13 weeks. We offered without proof of sale, a copy of *The Corntussel News*, supposedly printed by Toby and Susie. Listeners were required only to send their name and address on a penny postcard. The offer was made once on each program for three weeks. We received 6,000 requests from that offer.

Still More

One year later the same offer was made in connection with the second edition of the paper. This time we received 33,091 replies.

But the real test of a radio program or any other method of advertising is its effect on sales. For competitive reasons we do not feel at liberty to release actual figures on gains made by the Peter Pan Bakeries on white bread sales. They are very satisfactory, however. Frequently we use the program to stimulate sales on special products. Our most recent experience along this line has been with Vitamin B-1 wheat bread. Our established light wheat loaf was put out in a new wrapper and with Vitamin B-1 added. After a three-week campaign during which it was advertised exclusively on our radio program, our wheat bread sales showed an increase of 86%.

Long and Short

No small amount of credit for our success in radio is due our advertising agency, Allen & Reynolds, of Omaha, which prepare all the commercials. We use a fairly long commercial at the start of the program, preceded by a bit of identifying theme music. Our theme, incidentally, is a catchy little tune composed especially for the program by Frank Voelker, a member of the WMT music staff. Our closing commercial is usually considerably shorter than the opening. Occasionally, Toby himself steps in at the close with a brief commercial done in character.

We don't talk bread alone; we tell the listener what the product will do for *her*. We sell the *idea* of tastier meals. We have found that by selling tastier meals and the fact that Peter Pan Bread *makes* tastier meals, we sell Peter Pan Bread.

The announcer is introduced by name, giving him character and dignity in his own right which reflects favorably on our commercials and contrasts with the nonsense of the show itself.

Probably the most prevalent single comment we get from *Toby & Susie* fans is, "How delightfully refreshing to hear a program of clean, wholesome, down-to-earth humor, after all the highly emotional dramas and war news bulletins which fill the air today."

THERE'S nothing sophisticated or emotional about the program that Peter Pan Bakeries sponsors in the Midwest. Instead it's just plain, simple, amusing radio for plain folks, and other folks. No matter which they are, Peter Pan figures that they all eat bread. And that many of them listen to Toby and Susie. These two air characters operate a small-town newspaper and generally find themselves in some sort of hot water, but not too hot. The whole layout sounds unimpressive. That is, unless Mr. Petersen takes you behind the counter and opens the sales records. Which he isn't likely to do, although he will break down and admit that you can't beat radio if you know what to do with it.

Yeastfoam Series

CONSOLIDATED ROYAL CHEMICAL Corp., Chicago, on Feb. 25 started ten-week sponsorship of the *Kid Wizards* program on WHN, New York, Tuesdays, 9-9:30 p.m., in the interests of New Vitamized Yeastfoam tablets. The company also sponsors on WHN nine quarter-hour United Press news programs weekly and six times participation on the *Cinderella* recorded musical program from 11:15-11:30 p.m. Agency is Benson & Dall, Chicago.

KSO-KRNT, Des Moines, have been added to the group insurance plan of the *Des Moines Register & Tribune*, held by Metropolitan Life Insurance Co. The insurance plan covers fixed fees for surgical care and hospital expenses.

P & G Considers Program Changes

Sponsor Is Expected to Act Soon on Proposed Shifts

PROCTER & GAMBLE Co., Cincinnati, leading buyer of radio time, is understood to be considering "realignment" of its radio schedule. Definite action during the first week of March is predicted.

Possibility that four network shows would be cancelled and that several others were on the doubtful list aroused considerable speculation as to what course the realignment would take. The status of the P & G spot schedule also was involved.

One reason advanced for the proposed change was that P & G, heavy user of five-a-week serials, is said to feel it is devoting too large a share of its funds to certain products to the neglect of other items in its extensive line of soaps and alied products. It was further suggested that increased network rates in some cases might be a factor.

Other Media?

Whether P & G would transfer funds from its radio budget to other media was another prospect that aroused speculation. It was further suggested that P & G might merely juggle networks to secure block rates.

Last year Procter & Gamble spent $8,759,452 on NBC and $2,239,964 on CBS, according to trade estimates. These billings, which do not include spot, far exceed those of any other single sponsor.

P & G is understood to be planning an extensive promotion campaign for a new Ivory soap to be placed in nationwide distribution. The soap is said to have been placed in some markets. The point was raised that some of the P & G budget might be diverted to the new Ivory.

Among programs said to be receiving analysis in the P & G discussions are:

This Small Town, 18 NBC-Red and 2 NBC-Blue stations, Mon. thru Fri., 10-10:15 a.m., for Duz on the Red through Compton Adv., and for Chipso on the Blue through Pedlar & Ryan.

Lone Journey, 14 NBC-Red stations, Mon. thru Fri., 5:15-5:30 p.m., for Duz through Compton Adv.

Life Can Be Beautiful, 47 NBC-Red stations, Mon. thru Fri., 5:45-6 p.m., for Ivory through Compton Adv.

Pepper Young's Family, 8 NBC-Blue stations, 10:45-11 a.m., for Camay through Pedlar & Ryan.

Vic & Sade, 12 NBC-Blue stations, Mon. thru Fri., 10:15-10:30 a.m., for Crisco through Compton Adv.

Story of Mary Marlin, 12 NBC-Blue stations, Mon. thru Fri., 10:30-10:45 a.m., for Ivory through Compton Adv.

Everyman's Theatre, 64 NBC-Red stations, Fri., 9:30-10 p.m., for Oxydol through Blackett-Sample-Hummert.

Montana ASCAP Law Killed; Craney Ready for Rate Test

State Statute Had Banned Society as Monopoly; Z-Bar Rates Higher for Copyrighted Music

COINCIDENT with the signing of the ASCAP-Department of Justice consent decree, Ed Craney, Montana broadcaster who has waged his own fight for clearance at the source on music, advised ASCAP General Manager John G. Paine Feb. 26 that Gov. Sam C. Ford, of Montana, had signed a bill repealing the anti-ASCAP law. Enacted several years ago, this statute was the first to ban ASCAP music on monopoly grounds, and stations in the State have not paid ASCAP since 1937.

Mr. Craney

"This leaves clear the way for you to deliver to me releases for all Montana radio stations, to complete and audit all Montana stations books, and grant licenses covering same as per our agreement of Aug. 1, 1940," Mr. Craney said. "This likewise leaves you and me clear to pursue a satisfactory and workable method of use payment for copyrighted selections as per your promise to me and Senator Wheeler."

Payment Test

The Aug. 1 agreement referred to was first revealed at the NAB convention in San Francisco Aug. 5, when Senator Wheeler advised Mr. Craney that an agreement had been reached with ASCAP under which infringement suits pending against stations in Montana and Washington would be dropped and ASCAP would recognize a clearance-at-the-source method.

Mr. Craney agreed under this arrangement to serve as a testing laboratory for the per-use basis of payment. Senator Wheeler, Mr. Craney and Philip G. Loucks, Mr. Craney's attorney, had made the arrangements for the measured service operation, the former NAB managing director participating as counsel for KFBB in Great Falls. Similar arrangements were later said to have been consummated by Washington broadcasters with ASCAP.

With repeal of the Montana statute, Mr. Craney announced a new rate structure for KGIR, Butte; KPFA, Helena, and KRBM, Bozeman, which constitute his Z-Bar network. Under it, separate rates are established for programs not using music and for programs not using copyrighted music. A lower rate is established for programs cleared at the source than for programs employing ASCAP music. Where copyrighted music is used, the rates remain as in the past. Where copyrighted music is not used or the program is cleared at the source, a saving is specified. The new rate structure was made effective March 1.

In wiring Mr. Paine, Mr. Craney said he wished to reiterate his oft-repeated statement "that if you had headed ASCAP in the past we could have avoided many of our difficulties". Paying tribute to the ASCAP executive, he said:

"Your understanding of our problems and clear explanations of your own problems, if instituted earlier, could have ameliorated and avoided many of our differences. After all, we have had nothing but the problems of seller and buyer to solve.

Better Understanding

"While the terms of our agreement, after the date on which ASCAP signs a decree with the U. S. Dept. of Justice, may be different than we originally contemplated, I am certain they more nearly parallel the terms we would have eventually come to reach under our use payment experiment. I am sure they will greatly contribute to a better understanding between ASCAP and user.

"I hope it will be possible for you to act, as now, in capacity of ASCAP general manager for many years to come, as I feel certain our relationships will be sounder and more friendly because of your efforts. With a friendly cooperative feeling between us. I know we will enjoy purchasing from you the use of many of the splendid numbers you have to sell and I feel certain you will enjoy the privilege of selling to us. All in all, under your guidance, not only will we become more dependent on and friendly to each other, but the public will be better served."

KIRO Plant Progress

KIRO, Seattle, reports that its new plant, with Western Electric equipment throughout, is nearing completion and ithat it expects to begin operations with 50 kw. power about July 1. Station's transmitter will be located on an island in Puget Sound, midway between Seattle and Tacoma, providing a strengthened ground wave into both population centers. Station's evening hour rate is being raised from $225 to $325 as of March 1, although advertisers will not be charged the new rate until the station actually begins operations with 50 kw. Present advertisers will be protected on the current rate until March 1, 1942.

WENDELL WILLKIE, Republican Presidential nominee, on March 9 will speak on a sponsored program on behalf of the candidacy of Joseph Clark Baldwin to fill the Congressional vacancy for the 17th New York district.

ASCAP Member Protests Decree

Claims Fee Split Continues; Railroading Is Charged

A VIGOROUS protest against provisions of the ASCAP consent decree, on the ground that it perpetuates the unfair basis for determining royalty distribution to the ASCAP membership, was sent to Assistant Attorney General Thurman Arnold last Thursday by Joseph M. Davis, president of the Georgia Music Corp. of New York, who described himself as an ASCAP publisher-member of long standing.

In a lengthy telegram Mr. Davis objected particularly to paragraph 9 of the decree, asserting that while it proposes to eliminate the long-standing evil of a self-perpetuating ASCAP board, the practical effect will be to retain the present objectionable royalty distribution method.

No Improvement

"It becomes at once apparent that the very evil sought to be remedied by this provision, namely unfairness and discrimination in royalty distribution, is inherent in the vague terms specifically used therein to determine the basis for royalty distribution, namely 'number, nature, character, prestige, popularity and vogue of such works'." Because of their elasticity and indefiniteness, these terms readily lend themselves "to the same abuses which have heretofore existed, as past experience has so amply demonstrated", he charged.

Mr. Davis said that at the Feb. 20 membership meeting of ASCAP in New York, called to legalize acceptance of the decree, this provision in effect was railroaded. Although a voice vote of the membership present at the meeting was taken, he said, the vote could not represent the considered judgment of the membership, since they were given no reasonable opportunity to study the proposed decree in advance of the meeting. He revealed that during the course of the meeting a question by a writer-member directed to this very subject "was ruled out of order by the chairman".

"In view of the foregoing, and in the interests of justice," Mr. Davis concluded, "I respectfully urge that unless a more equitable and specific basis or formula is arrived at for distribution of royalties in lieu of the present proposed provision, no provision with respect to this subject matter should be included in the decree so that it imposes upon the Society a judicial injunction to distribute royalties in practically the same unfair manner as has been heretofore followed."

Oboler on Tour

ARCH OBOLER'S *Everyman's Theatre* program heard Fridays at 9 p.m. on NBC-Red will go on tour during the month of March following the presentation from Hollywood Feb. 28 of Nazimova in "The Family". Broadcasts will be presented from Chicago and New York with Broadway and radio stars in lead roles.

ASCAP Decree Ready to Be Entered

No Attempt Is Planned To Upset Compromise Agreement

ALTHOUGH far from happy over the concessions made to ASCAP by the Department of Justice in the consent decree negotiations consummated last week, the broadcasting industry will make no moves to upset the settlement reached by the Government beyond making known its attitude.

Through the NAB, the industry was to make its formal appearance in the Federal District Court in New York Monday, at which time Federal Judge Henry W. Goddard was expected to enter the decree signed the preceding week by ASCAP. It was expected the NAB spokesman — possibly President Neville Miller, himself a practicing attorney—would indicate that the broadcasting industry feels that ASCAP's exclusive hold on composers should have been broken and that the formula prescribed in the decree does not actually provide a "per-piece" method, although this was declared to be the Government's principal objective in its effort to break the ASCAP monopoly.

Closely Related

Because the decree accepted by Broadcast Music Inc. last January provides that its terms shall not become effective until 90 days after "similar restraints" are imposed upon ASCAP, a definite inter-relationship exists. BMI, under established procedures, could seek to renounce its decree in the light of the concessions made to ASCAP, but it is said this would only lead to further complications with the Department of Justice. It is felt that the ASCAP decree in large measure accomplishes the objective of the industry in that it provides for payment only when ASCAP music is used, but that the Department did not carry through to the extent originally contemplated.

The networks are considering plans for introduction of "clearance at the source" which, under the decree, must become effective within a year, or by next March. This does not necessarily involve return of ASCAP music to the air, since all music must be cleared in that manner.

There was no indication that the industry is disposed to move fast in conversations with ASCAP. NAB President Miller declared, following the signing of the decree last Wednesday, that this depended on how soon ASCAP could readjust its whole set-up to conform to the terms of the decree and how soon thereafter it would be in a position to work out a proposal for consideration of the industry.

Meanwhile there was no attempt on either side to approach with a proposition which would enable the return of ASCAP music to the networks and the individual stations which have not broadcast an ASCAP tune since Dec. 31, 1940.

ASCAP had named a committee to carry on negotiations with the broadcasters, when, as and if they get together, but it was stated at ASCAP headquarters that no move would be made until after the consent decree is signed. The broadcasters on their part maintained their previously expressed attitude that it was up to ASCAP to present them with a proposal, which they would be glad to consider.

Final and official text of ASCAP consent decree, signed on Feb. 26 and to be entered March 3 in the Federal District Court in New York, is published on Page 52.

The Old Group

The ASCAP committee is, with one exception, made up of the members of the Society's old radio committee, which drew up the license that was tendered to the broadcasters last March. Gene Buck, ASCAP president, is chairman. The other members are: John G. Paine, general manager; E. C. Mills, head of the ASCAP executive committee, and four directors: Walter Fischer, Oscar Hammerstein 2d, Herman Starr and John J. O'Connor. Mr. O'Connor is the new member, replacing Irving Caesar.

At the hearing on the consent decree, before Judge Goddard of New York, it was expected that the League of New York Theatres also would file a protest, having authorized Milton R. Weinberger of Klein & Weinberger, League attorneys, to appear on its behalf. The League attempted to have a provision introduced into the decree which would recognize the claims of the owners of grand rights to a part of the royalties collected by ASCAP for performance of their music, but this plea was not accepted by the Department of Justice attorneys [BROADCASTING, Feb. 24].

Despite these objections, however, there is little doubt that the court will enter the decree. The next step will then be the settlement of the Government's criminal action against ASCAP, now awaiting action in the Federal Court in Malwaukee.

Victor O. Waters, special assistant to the Attorney General in charge of the copyright litigation, planned to be in Milwaukee on Wednesday for the proceedings incident to the expected dismissal of the criminal suit against ASCAP. Milton Diamond, partner of Lieut. Gov. Charles Poletti of New York, special ASCAP counsel, planned to be in Milwaukee as ASCAP's representative. It was expected the case would be withdrawn or dismissed, with the levying of a $24,000 fine against ASCAP, $5,000 against the Society itself and $1,000 each against the 19 publishing houses cited in the criminal information.

Signing of the ASCAP decree on Feb. 26 came after Government attorneys experienced additional difficulty in attempting to perfect the stipulation. ASCAP, it was said, handed out what was described as a "bobtail" version of the decree to its members. This resulted in repercussion from several sources. Mr. Waters declined to accept an ASCAP proposal in court whereby a letter would have been appended to the decree covering changes in language.

Price Problem

Instead, upon insistence of the Government, the ASCAP board hastily was convened and adopted a resolution authorizing its counsel to execute the decree in its final form, with the stipulation that it represents "the sole agreement between the Government and the Society." This was signed at the Wednesday proceedings, after which the court set the March 3 hearing date.

The Department, in its announcement on the signing of the decree, described it as resolving "all objectionable practices indulged in by ASCAP." The only matter remaining for adjustment, it said, is one of price between ASCAP and the broadcasters.

It pointed out that the decree brought to an end litigation started by the Government against ASCAP in 1935 in the Federal District Court for the Southern District of New York, and that it "paves the way for an immediate settlement of the difficulties between ASCAP and the broadcasters which have resulted in the banning of ASCAP music from the air since Jan. 1, 1941."

New Measure Introduced in the House Eases Penalty on Innocent Infringers

EASING the burden on "innocent" infringers of copyrighted works, running from music to pictures and architectural drawings, a bill amending the Copyright Act was introduced in the House last Thursday by Rep. Keogh (D-N.Y.) which would place a $20,000 limit on damages and relieve "innocent" infringers from the statutory liability of $250 per infringement.

The Keogh proposal (HR-3640) also provides that in cases of "innocent" infringement, no injunction shall lie against the completion of a radio or television broadcast where rehearsal has begun before the infringement complaint is made, and that "an unauthorized performance by radio broadcasting transmitted simultaneously by two or more connected stations shall be regarded as the act of one infringer".

Limit on Injunctions

Under the proposal, which covers press and motion pictures as well as radio, in cases where the broadcaster can prove "innocent" infringement, the copyright holder would be entitled to an injunction only before rehearsals for the program in question had begun or against a continuation or repetition of infrinegment. He would not be entitled to any profit made by a publisher or broadcaster from his commercial contract with an advertiser, although he would not be precluded from seeking remedy against the advertiser, agency or person or corporation responsible for the infringement.

The bill also provides that if a copyright owner permits use of his music for mechanical reproduction, no criminal action may be brought against operators of machines reproducing the music, although he may get an injunction and would be entitled to recover royalties in lieu of profits and damages.

Among the exemptions under which neither civil nor criminal liability would exist is included "the merely incidental and not reasonably avoidable inclusion of a copyrighted work in a motion picture or broadcast depicting or relating current events".

Apart from the Keogh proposal, there has been little action in Congress during the last week concerning radio directly. The Senate Appropriations Committee on Feb. 25 approved the Independent Offices Appropriation Bill, carrying a $4,259,729 appropriation for the FCC for fiscal year 1942, but it is not expected the measure will get Senate consideration at once.

Last Tuesday Rep. Barry (D-N. Y.) introduced a bill (HR-3577) to prohibit transmission of gambling information, particularly race results, in interstate commerce communications facilities. Persons involved in such operations would draw maximum fines of $2,000 and be liable to two-year imprisonment, or both, under the proposal.

TEXAS AREA URGES BMI PERPETUATION

MEMBERS of the NAB 13th District, meeting last Friday in San Antonio, Tex., adopted a straight-from-the-shoulder resolution calling for continuation of a competitive music market and perpetuation of BMI, which was praised for its large catalogue of "universally accepted" music. NAB members attending the meeting also pledged renewal of their BMI contracts. The resolutions committee included Martin Campbell, WFAA, Dallas; Harold Hough, WBAP-KGKO, Fort Worth; B. F. Orr, KTRH, Houston; Karl O. Wyler, KTSM, El Paso.

The resolution, as adopted, stated:

"Be it unanimously resolved by the members of the NAB of the 13th district in meeting assembled at San Antonio, Tex., that we hereby pledge our positive allegiance to BMI; that we congratulate it on making possible such a large catalogue of music which has been so universally accepted by the radio public as indicated in surveys. We reaffirm our contention that to maintain a high standard of program service, it is necessary that a free and competitive market in music always be available, and that the open door policy to opportunity for the creative talent of the men and women of America be continued as inaugurated by BMI. That we will never become a party to any arrangement which does not definitely assure the continued development and perpetuation of BMI".

FCC Paves Way to Commercial Television

Proposed Rules to Be Considered March 20

By LEWIE V. GILPIN

LIFTING the ban on commercial television, and pointing toward full commercial operation of visual broadcasting as opposed to the "limited commercial" authorization it rescinded March 23, 1940, the FCC last Thursday announced agenda for the March 20 television hearing. The agenda includes proposed rules and regulations for commercial and experimental television broadcast stations and standards of good engineering practice.

Emphasizing that neither the proposed rules nor the standards have received FCC approval, it was stated that they are advanced solely to direct attention to the various proposals to be covered at the hearing, scheduled for 10 a.m. March 20 in Hearing Room A of the Interstate Commerce Commission Bldg.

Up and Down

The March hearing will climax a full year of ups and downs for television operations. Following action of the FCC last spring, rescinding its authorization of "limited commercial" operation for television originally set to start Sept. 1, 1940, the National Television System Committee was formed by Radio Manufacturers Assn. in cooperation with the FCC. With the television impasse drawing considerable fire in Congress, engineer members of the NTSC began a period of intensive study and discussion of visual broadcast problems, culminating Jan. 27 when NTSC offered 22 recommendation for commercial television standards.

According to the FCC announcement, all interested parties at the hearing will have "full opportunity" to propose standards, comment on proposals by others, cross-examine witnesses and be heard upon all pertinent problems bearing on commercialization and standardization of television. In addition to discussions on proposed regulations and standards, other questions to be considered at the proceeding are a starting date for commercial television and whether standardization and commercialization shall apply to any of the higher television channels—Nos. 8 to 18, inclusive.

Persons planning to appear at the March 20 hearing are requested by the FCC to file on or before March 15 a notice of their desire to be heard, outlining the subject of their testimony, number of witnesses to be heard for each party and estimated time for presenting testimony. If attending parties desire to make proposals for regulations or standards other than those listed in the agenda, these also should be included in the notice. Eighteen copies of the notice, as well as 18 copies of any prepared material, should be submitted.

Under the draft of proposed rules for commercial television operations, stations would be licensed only for unlimited time operation, with a license period of one year expiring at 3 a.m. Feb. 1. On the multiple ownership question, the FCC proposal would limit ownership or control of persons under common "working control" to a single station in a single area, would allow ownership of more than one station in different areas only where it can be shown to foster competition or provide additional service and not result in concentration of control inconsistent with public interest, convenience, or necessity, and would set an ownership limit of three stations.

Facts Required

Qualifications necessary for authorization of a new station or increasing facilities of an existing station include: Computation of service area and population to be served in accordance with the standards of good engineering practice for television broadcast stations; evidence that objectionable interference will not be caused to existing stations, or that the need for the proposed service outweighs the need for the service lost through the interference; evidence that the proposed station will not suffer interference to an extent that would reduce its service to an unsatisfactory degree; technical equipment and other operation phases complying with regulations and good engineering practice; financial ability to construct and operate the station and compete with existing stations; adequate sources of program material; evidence that the proposed assignment tends to effect a fair, efficient and equitable distribution of radio service; evidence of legal and personal qualifications; evidence that the facilities requested are available; evidence that public interest, convenience and necessity will be served by the proposed operation.

With commercial operations confined to the first seven television channels, the proposed regulations provide that stations serving the same area will not be assigned to adjacent channels and that only one channel will be assigned to a single station.

A commercial station, under the FCC proposals, could conduct technical experiments directed to improving operation and for such purposes may utilize a signal other than the standard television signal so long as it maintains its required number of hours of commercial operation, keeps within its authorized channel and causes no interference to another station's standard signal, makes satisfactory arrangements to avoid interference in cases where interference may result between the experimental operations of the commercial station and the operation of an experimental station, and makes no charges, either direct or indirect, for the production or transmission of programs during technical experiments.

Minimum Schedule

Regarding operation of the commercial television station, the FCC proposals advocate a minimum daily operating schedule, except Sundays, of from five to eight hours, of which two hours are between 2 and 6 p.m. and two hours between 7 and 11 p.m. The aural transmitter would not be allowed to operate separately from the visual transmitter except for experimental or test purposes and for purposes incidental to or connected with the operation of the visual transmitter.

The commercial station also would be required to make aural and visual identification, giving call letters and location, at the beginning and ending of each time of operation and on the hour during operation, except where the hourly identification may interrupt a single consecutive production, when it would be required at the first interruption.

All broadcasts of motion picture film would be described as such at the beginning of the broadcast, the FCC proposals provide. Detailed program, operating and experimental logs also would be required. The logs would be retained by the licensee for at least two years and longer if required. Visual broadcasts by candidates for public office would be governed by Sections 3.421 and 3.424 of the rules and regulations governing standard and high-frequency broadcast stations.

Also included in the proposals for commercial operation were technical equipment requirements, along with a procedural outline for antenna and equipment changes.

In advancing recommendations for commercial television standards, the FCC offered alternative recommendations in most matters where a divergence of opinion has been previously indicated. Apparently differing with recommendations of the National Television System Committee that standards for color television should await further experimentation and development, the FCC included color with monochrome in its standard proposals.

For monochrome telecasting scanning specifications ranged from 441 lines, interlaced 2 to 1, to 625 lines or variable between these limits, interlaced 2 to 1; for monochrome and color, 441 and 343, interlaced 2 to 1, respectively, or variable between 343 and 625, interlaced 2 to 1.

Types of Signals

Similarly, alternative recommendations for standard frame frequency and field frequency ranged from 30 and 60 per second, respectively, to 24-48, 15-30, or 15-30 and 30-60 for monochrome; 30-60 and 60-120 per second, respectively, to 15-30 and 60-120 or 15-or-30 and 30-or-60 and 60-120 or variable between 15-60 and variable between 30-120 for monochrome and color.

According to the FCC recommendations, amplitude modulation would be used for both picture and synchronizing signals, with alternative recommendations for FM and AM for the sound signal. Alternative recommendations also were noted for horizontally and vertically polarized radiation.

Designed to deal with the possibility of making future changes or modifications in television standards, the FCC proposals included the following statement:

"The Commission will consider the question whether a proposed change or modification of transmission standards adopted for television would be in the public interest, convenience and necessity, upon petition being filed by the person proposing such change or modification, setting forth the following:

"(a) The exact character of the change or modification proposed;

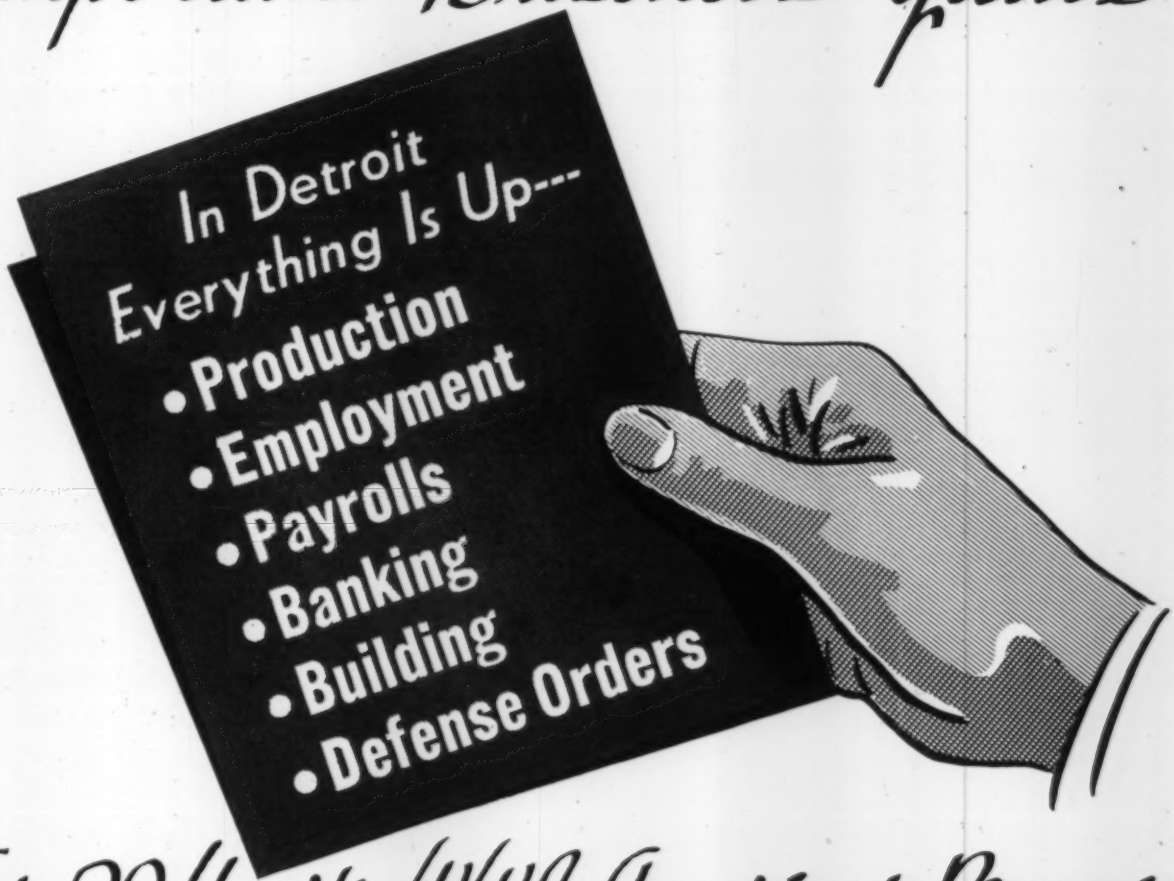
"(b) The effect of the proposed change or modification upon all other transmission standards that have been adopted by the Commission for television broadcast stations;

"(c) The experimentation and field tests that have been made to show that the proposed change or modification accomplishes an im-

(Continued on page 56)

PIGEONS and their place in the defense picture provided a broadcast for WHJB, Greensburg, Pa. Members of the Jeannette Pigeon Club told of the bird's military talents. Around the mike are (l to r): Pigeons, Dark Eyes and Silver Thread; speakers, Othmar Sellers, club president; Howard Hoffman, WHJB announcer; Gregory de Palma, club secretary.

——" and Remember, Detroit is Now in its 3rd Year of Important Business Gains



For 20 Years, WWJ, America's Pioneer Radio Station, has been First in Listener Interest in the Great Detroit Market.

WWJ

National Representatives

George P. Hollingbery Company

New York -:- Chicago -:- Atlanta

San Francisco -:- Los Angeles

RCA's Net Profit Up 13% for Year

NBC Accounts for 45 Million Or 35% of Gross Income

WITH its best year since 1929, Radio Corp. of America showed a net profit of $9,113,156 for 1940, an increase of 13% over the previous year, according to the company's 21st annual report, mailed to its 242,000 stockholders and released last Thursday by David Sarnoff, RCA president.

Showing increases in all its operations, the report indicated that NBC's broadcasting activities accounted for $45,378,307, or more than 35% of the parent company's 1940 gross income of $128,491,611. The gross from 1940 broadcast operations was 11.5% over the 1939 figure, $40,707,032.

RCA's 1940 total gross income of $128,491,611, 16.3% over 1939's $110,494,398, was broken down in the report as follows: Manufacturing (RCA Mfg. Co.), $67,377,641, or 20.2% increase over 1939; broadcasting (NBC), $45,378,307, 11.5% over 1939; communications (RCA Communications Inc. and Radiomarine Corp. of America), $10,287,859, 17.8% over 1939; all other sources (RCA Institutes, patents, real estate, etc.), $5,447,804, 9.2% over 1939 [BROADCASTING, March 15, 1940].

More Employes

In addition to the increases in gross income and net profits, the report indicated a 9% increase in the number of persons employed by RCA and its wholly-owned subsidiary companies. After payment of all preferred dividends, earnings on common stock amounted to 42.5 cents per share, compared with 35 cents per share for 1939, the report stated. Capital additions and improvements during the year in plant facilities and equipment amounted to $4,723,390, it was stated, of which about $1,000,000 was due to manufacturing plant expansion in connection with Government and defense orders. The year-end financial statements contained in the report also indicated that after providing for all dividends and other deductions from the surplus account, the total earned surplus at Dec. 31, 1940, amounted to $23,653,014, an increase of $3,121,679 over the surplus at the end of 1939.

Speaking for the RCA board of directors, Gen. James G. Harbord, chairman, and President Sarnoff emphasized the important position of radio in the national defense scheme, pledging increasing cooperation and activity in research, engineering, communication and manufacturing. Their report on broadcasting notes that NBC programs are available to practically all American radio homes, as well as a great number of foreign listeners through NBC's international short-wave operations.

Television, which drew heavy attention in the report for 1939, was described as "now standing on the threshold of a public service which has great potentialities".

SARNOFF OBSERVES 50th BIRTHDAY

Associates Honor RCA-NBC Executive at Luncheon; Rose Rapidly From Office-Boy Status

David Sarnoff Today

David Sarnoff in 1930

CELEBRATING his 50th birthday, a group of 40 colleagues on Feb. 27 feted David Sarnoff, president of RCA and chairman of the board of NBC, at a luncheon in the Waldorf Astoria Hotel, New York. The luncheon table featured a large cake with 50 candles and the initials "D.S." in alphabetical letters and telegraph code symbols. Mr. Sarnoff also received a silver cigar box from the group, presented by Col. Manton Davis, RCA vice-president and general counsel.

Born Feb. 27, 1891, in Uzlian, Minsk, Russia, Mr. Sarnoff came to America with his family at the turn of the century. When he was 15 years old, he entered radio as office boy with the Marconi company. Within a year he became a junior telegraph operator and continued in a swift rise from operator to Marconi executive.

Rapid Advance

After RCA had absorbed the Marconi company in 1919, he became RCA's general manager in 1921. In 1922 he became RCA vice-president and general manager, in 1929, executive vice-president, and in 1930, president. As an operator in 1912, he stayed on duty for a 72-hour stretch handling telegraphic messages from the *Titanic* and rescue ships when the *Titanic* struck an iceberg and sank on her maiden voyage. Inscribed on the lid of the box were Mr. Sarnoff's initials, both in letters and code, and inside were engraved the following signatures under a 50th birthday greeting:

Maj. Gen. James G. Harbord, Otto S. Schairer, Edward F. McGrady, George S. De Sousa, Edward J. Nally, Henry A. Sullivan, Lewis MacConnach, Frank T. Zinn, Ralph R. Beal, Charles B. Jolliffe, John G. MacKenty, E. C. Anderson, Harry G. Grover, J. W. Morrison, Orrin E. Dunlap Jr., Horton Heath, Bernard Gardner—all of RCA.

George K. Throckmorton, Robert Shannon, L. B. Morris—all of RCA Mfg. Co.

Niles Trammell, Frank E. Mullen, A. L. Ashby, C. L. Egner, George Engles, O. B. Hanson, William S. Hedges, Edgar Kobak, Frank E. Mason, Alfred H. Morton, John F. Royal, Frank M. Russell, Sidney N. Strotz, Roy C. Witmer, Mark Woods, James Rowland Angell, Samuel Chotzinoff—all of NBC.

William A. Winterbottom, Frank W. Wozencraft, John B. Rostrom—of RCA Communications Inc. Charles J. Pannill — Radiomarine Corp. of America.

CONSOLIDATED GROSS INCOME OF RCA

WHERE IT CAME FROM

	In 1940	*In 1939*	*Increase 1940 over 1939*	
Manufacturing	$ 67,377,641	$ 56,065,201	$11,312,440	20.2%
Broadcasting	45,378,307	40,707,032	4,671,275	11.5%
Communications	10,287,859	8,731,502	1,556,357	17.8%
All other sources	5,447,804	4,990,663	457,141	9.2%
Totals	$128,491,611	$110,494,398	$17,997,213	16.3%

WHERE IT WENT

	In 1940	*In 1939*	*Increase 1940 over 1939*	
Operating expenses *	$ 66,179,994	$ 57,753,532	$8,425,462	14.6%
Wages and salaries to employees	41,625,619	36,991,242	6,634,377	15.3%
Depreciation and interest	3,993,339	3,777,464	215,875	5.7%
Taxes	7,580,493	4,789,249	2,791,154	58.3%
Dividends to stockholders	5,999,523	5,992,909	1,486	
Carried to surplus	3,122,633	2,999,802	1,931,831	49.4%
Total	$128,491,611	$110,494,398	$17,997,213	16.3%

*Cost of raw materials, supplies, sustaining program talent, rent, sales and advertising; payments to associated broadcasting stations; research, administration and other operating expenses. The above figures show the sources and distribution of the consolidated income for 1940, 1939 of Radio Corp. of America and wholly-owned companies.

Caldwell Outlines Radio Employment

Million New Jobs Traced to Radio, He Tells Printers

DISCOUNTING allegations of the International Allied Printing Trades Assn. that the rise of radio as an advertising medium has put 25,000 printers out of work, O. H. Caldwell, editor of *Radio Today* and former Federal Radio Commissioner, estimates that radio has created 20 new jobs "for every one job dislocated by its revolutionary advances."

The Caldwell calculations were prompted by a Feb. 16 declaration of John B. Haggerty, chairman of the board of governors of the AFL printing trades group, favoring a franchise tax ranging from 10 to 20% on the income of broadcasting stations [BROADCASTING, Feb. 24].

A Million Jobs

Calculating that radio, as "a vast creator of new employment," is responsible for 1,000,000 new jobs which did not exist 20 years ago, Mr. Caldwell estimated that 300,000 jobs resulted directly from radio manufacturing, distribution, broadcasting, communications and miscellaneous services. Added to these, according to Mr. Caldwell, are hundreds of thousands of jobs created in sound motion pictures, long-distance telephony and other industries and sciences based on the vacuum tube. Another 250,000 "supply" jobs were indirectly created by these activities, he stated.

"Radio has brought many blessings to mankind," he declared. "Into every life it has carried entertainment, information, inspiration and news of the big world. But also, 'out of empty space,' it has created property worth many billions, all dedicated to human enjoyment and progress. And it has created new employment opportunities for a million men and women—20 new and better-paid jobs for every instance where older employment has been displaced."

Meantime various representatives of printers' unions in different parts of the country are continuing to send their Congressmen "'carbon copy" letters advocating the tax on radio stations, advanced by the union organization as a source for defense funds. Among communications deposited with the House Ways & Means Committee were letters from Louis S. Harris, secretary, Minneapolis-St. Paul Photoengravers Union, through Senator Shipstead (R-Minn.); W. B. Pettijohn, secretary, Allied Printing Trades Council, through Rep. Houston (D-Kan.); E. E. Tandy, of the Allied Printing Trades Council in Santa Monica, Cal., through Rep. Ford (D-Cal.).

In adition to the letters, at least one Midwest Senator has received a number of identical printed postcards. The cards, bearing the addressee's name and address in printing on the front, carry a printed message, with lines for the signature of persons sending them.

Approval by Cuba Speeds Action on Continental Shifts

Only Mexican Action Awaited On North American Treaty

ANOTHER big step toward consummation of the continental standard broadcast reallocation, slated to become effective March 29, came last week with the approval of its 87-station shift by the Government of Cuba. Notice of approval of the reallocation decree by President F. Batista, was received by the State Department on Feb. 24, along with the official documents projecting the precise assignments of stations on the island.

Only the approval of Mexico now is needed to complete the intercontinental plans for the general reallocation March 29, which will involve some 1300 stations. Providing a scientific engineering basis for use of the broadcast band ranging from 550 to 1600 kc., the reallocation, in conformity with the North American Regional Broadcast Agreement approved in Havana in 1937, for the first time will afford a coordinated technical structure on the continent designed to minimize interference. Mexico's approval of the engineering changes agreed to at the conference in Washington held from Jan. 14 to Jan. 30, is expected this week.

Station Class Governs

The Cuban allocations, as published in the *Official Gazette*, conform generally to the agreement reached at the engineering sessions in January. While station classifications remained the same, the powers of a number of stations were reduced, with a proviso that the stations within six months, may apply for the maximum specified for the particular classification. In the log published herewith, it was pointed out at the FCC, the station classification, rather than the power specified, should be considered in connection with possible applications for new stations or for modifications of existing facilities.

In a half-dozen instances, the Cuban log specified that particular facilities were "reserved"—a status not provided for under the Treaty. It is expected the FCC will clear up such minor discrepancies in informal contacts with the Cuban authorities.

The official decree was signed by First Minister Carlos Saladrigas, and by Minister of Communications Orosman Viamontes, as well as President Batista. It specified that a period of six months, which may not be extended, is granted stations holding construction permits to install or increase power of equipment, to complete such installations. The order requires stations to begin operation on their new frequencies on March 29.

Six Month Priority

Stations which may have been assigned channels capable of being used with higher power than that authorized, states the decree, "shall have priority right to request a construction permit to increase their power to the permissible maximum." This priority, however, shall

(*Continued on page 54*)

LOG OF CUBAN STATIONS UNDER TREATY

FOLLOWING are the assignments of standard broadcast stations in Cuba, Dominican Republic and Haiti, listed by frequencies, to become effective March 29 pursuant to the terms of the North American Regional Broadcasting Agreement (Havana Treaty) as finally revised at an engineering conference in Washington Jan. 30, 1941. Allocations as approved by the United States and Canada will be found in the 1941 BROADCASTING *Yearbook Number, Pages 64-80. (Abbreviations: KC., kilocycles; D., daytime; N., nighttime; DA., directional antenna; ST., shares time):*

Call Letters	City	Power (in watts)	Class
	550 KC.		
CMW	Havana	2,500	III-A
	560 KC.		
CMKM	Manzanillo	250	IV
	570 KC.		
CHMI	Santa Clara	10,000	II DA
	590 KC.		
CMCY	Havana	15,000	II DA
	600 KC.		
CMKV	Holguin	1,000	III-A
	620 KC.		
CMJK	Camaguey	250	IV
	630 KC.		
CMZ	Havana	5,000	II DA
	690 KC.		
CMQ	Havana	25,000-D 15,000-N	II DA

This assignment of 25 kw. day and 15 kw. with directional antenna at night at Havana is accepted by Canada only on the distinct understanding that the directional antenna used protects the Canadian I-A assignment strictly within the provisions of the NARB Agreement, failing which the night power must be reduced to effect such protection.

	740 KC.		
CMK	Havana	250	II
CMJN	Camaguey	1,000	II
	790 KC		
CMBC	Havana	5,000-D 1,000-N	III-A
	800 KC.		
*	Holguin	1,000	II (Reserved) **

This 1 kw. Class II assignment acceptable to Mexico without directional antenna unless interference results with secondary service of the Class I station on channel. If interference exists or the power is increased above 1 kw., directional antenna to protect Class I stations in accordance with the engineering standards of the Treaty to be required.

	810 KC.		
CMHQ	Santa Clara	5,000	II DA (Reserved) **
	830 KC.		
CMAX	Artemisa	250-D	II (Reserved) **

Assignment of 250 w. Class II station daytime only at Havana on a clear channel assigned to a Class I-A station in the U. S., acceptable to the U. S. without regard to signal of more than 5 uv. daytime only at the nearest border.

	860 KC.		
CMBL	Havana	5,000	II DA

This assignment is accepted by Canada provided that the directional antenna used protects the Canadian I-A assignment as required by the terms of the NARB Agreement, failing which the night power must be reduced to effect such protection.

	900 KC.		
CMKS*	Guantanamo	250	II
	910 KC.		
CMCF	Havana	5,000	III-A
	920 KC.		
CMJL	Camaguey	5,000	III-A (Reserved) **
	930 KC.		
CMKN	Santiago de Cuba	1,000	III-A
	950 KC.		
CMBZ	Havana	5,000-D 1,000-N	III-A
	960 KC.		
CMHN	Santa Clara	1,000	III-A (Reserved) **
	970 KC.		
CMKU	Santiago de Cuba	5,000	III-A (Reserved) **
	980 KC.		
CMCK	Havana	5,000	III-A
	990 KC.		
CMHT	Trinidad	250	II
	1000 KC.		
CMKW	Santiago de Cuba	1,000	II
	1010 KC.		
CMX	Havana	10,000	I-B DA
	1050 KC.		
CMKG*	Santiago de Cuba	250	II
	1060 KC.		
CMCM*	Havana	250	II
CMJA*	Camaguey	250	II
	1090 KC.		
CMKX*	Banes	250	II
	1110 KC.		
CMBY*	Havana	250-D	II
	1130 KC.		
CMKH*	Guantanamo	250	II
	1150 KC.		
CMBQ	Havana	5,000-D 1,000-N	III-A
	1190 KC.		
CMCU*	Havana	250	II
	1220 KC.		
CMKO*	Holguin	250	II
	1230 KC.		
CMCO	Havana	250 ST-CMCW	IV
CMCW	Havana	250 ST-CMCO	IV
CMJE	Camaguey	250	IV
	1240 KC.		
CMGF	Matanzas	250	IV
	1250 KC.		
CMHO	Santa Clara	250	IV
CMKC	Santiago de Cuba	250	IV
	1260 KC.		
CMBF	Havana	5,000	III-A
	1270 KC.		
CMJM	Ciego de Avila	1,000	II
	1280 KC.		
CMHA	Sagua la Grande	250	IV
	1290 KC.		
CMCH	Havana	250 ST-CMCX	IV
CMCX	Havana	250 ST-CMCH	IV
CMKD	Santiago de Cuba	1,000	III-A
	1300 KC.		
CMAN	Pinar del Rio	1,000	III-A
CMJF	Camaguey	250	IV
	1310 KC.		
CMGN	Jovellanos	1,000	III-A
	1320 KC.		
CMHP	Placetas	250	IV
CMKE	Manzanillo	250	IV
	1330 KC.		
CMBG	Havana	1,500 ST-CMBS	III-A
CMBS	Havana	250 ST-CMBG	IV
	1340 KC.		
CMJC	Camaguey	250	IV
	1350 KC.		
CMHJ	Cien Fuegos	250	IV
CMKY	Puerto Padre	100	IV
	1360 KC.		
CMC	Havana	250 ST-CMOA	IV
CMOA	Havana	250 ST-CMC	IV

Assignments acceptable without regard to slight daytime interference with WKAT, 1 kw., Class III-B station at Miami, Fla. If more than 250 w power is proposed at any time, operation with a directional antenna or a different frequency assignment to be required giving protection to the U. S. stations in accordance with the engineering standards of the Treaty.

	1370 KC.		
CMAC	Guanajay	100	IV
CMJH	Ciego de Avila	250	IV
	1380 KC.		
CMHK	Cruces	250	IV
	1390 KC.		
CMCB	Havana	250 ST-CMBX	IV
CMBX	Havana	250 ST-CMCB	IV
CMKR	Santiago de Cuba	250	IV
	1400 KC.		
CMJW	Camaguey	250	IV
	1410 KC.		
CMHB	Sancti Spiritus	250	IV
	1420 KC.		
CMBD	Havana	250 ST-CMCQ	IV
CMCQ	Havana	250 ST-CMBD	IV
	1430 KC.		
CMKZ	Palma Soriano	250	IV
	1440 KC.		
CMGH	Matanzas	500	III-A
CMJI	Ciego de Avila	250	IV
	1450 KC.		
CMAB	Pinar del Rio	250	IV
CMHM	Cien Fuegos	250	IV
	1460 KC.		
CMCG	Havana	250	II
CMKQ	Santiago de Cuba	500	III-B
	1470 KC.		
CMGE	Cardenas	250	IV
CMJO	Ciego de Avila	250	IV
	1480 KC.		
CMHX	Santa Clara	250	IV
	1490 KC.		
CMOX	Havana	250 ST-CMCA	IV
CMCA	Havana	250 ST-CMOX	IV
CMKF	Holguin	250	IV
	1540 KC.		
CMBH	Havana	5,000	II
	1560 KC.		
CMHD	Caibarien	250	II
	1580 KC.		
CMCJ	Havana	250 ST-CMCR	II
CMCR	Havana	250 ST-CMCJ	II
CMJQ	Neuvitas	250	II

* This 250 w. Class II assignment acceptable to the U. S. without directional antenna unless interference results with secondary service of the Class I station on channel. If interference exists or the power is increased above 250 w., directional antenna to protect Class I stations in accordance with the engineering standards of the Treaty to be required.

** The term "reserved" is understood to mean that the Cuban government intends placing stations designated on the channels mentioned.

DOMINICAN REPUBLIC

	950 KC.		
HIX	Ciudad Trujillo	1,000	III-A
	1090 KC.		
HIN	Ciudad Trujillo	150	II
	1350 KC.		
HIZ	Ciudad Trujillo	200	IV
	1470 KC.		
HISQ	Ciudad Trujillo	25	IV

HAITI

	1080 KC.		
HHK	Leogane	25,000	II DA
	1230 KC.		
HHW	Port au Prince	100	IV DA

CBS LATIN HOOKUP TO START SEPT. 1

CBS plans to start network broadcasting in 20 Latin American republics by Sept. 1, William S. Paley, head of the network, told President Roosevelt Feb. 26 in a visit to the White House. Mr. Paley reported that the President appeared intensely interested in the project.

With 64 outlets, some in each of 20 republics, CBS will send programs to the stations via shortwave to be rebroadcast on normal wavelengths, Mr. Paley said. All countries except Honduras and Haiti are included. He added that investigation showed this method would result in a larger listening audience than programs beamed direct to listeners via shortwave.

Each of the 64 outlets has agreed to carry a minimum of one hour a day of broadcasts from the United States, Mr. Paley said, "which will give us a dominant position in Latin America as compared with any other nation." He observed that Germans have bought radio time but reiterated that the United States would dominate with this arrangement.

Fels Renews Spots

FELS & Co., Philadelphia (Fels Naptha soap) has renewed its current series for an additional 13 weeks. Local live programs and participations are used on 29 stations throughout the country, time varying with each station. Station list embraces two regional networks, WFIL, Philadelphia, originates for seven stations on Quaker Network, and WNAC, Boston, originates for seven stations on Yankee Network. Remaining stations include KJR WGN WDGY WDSM WJR KOIN KALE WGAR KFRC WCPO WFBR KHJ WJBK. Agency is S. E. Robertson Inc., Philadelphia.

Lorillard Baseball

P. LORILLARD & Co., New York, will sponsor, in the interest of Friend's Tobacco, broadcasts of baseball scores five minutes nightly on WJAS, Pittsburgh starting April 7, and 10 minutes thrice weekly on KYW, Philadelphia, starting April 15. Company has also renewed for Union Leader and Beechnut tobaccos quarter - hour market news programs five times weekly on 11 stations of the North Central Broadcasting System. Lennen & Mitchell, New York, is agency.

McKesson Spots

McKESSON & ROBBINS, Bridgeport, Conn., through H. W. Kastor & Sons, Chicago, in mid-March will start a schedule of undetermined length using one-minute transcribed announcements on approximately 20 southern stations, for Pursin, a blood tonic. Several announcements weekly will be used in each of the selected markets and stations.

MAX GEISLER BIRD Co., New York (bird food), is testing an early morning quarter-hour program of recorded music six times weekly on WAAT, Jersey City. More stations may be added, according to Moore & Hamm, New York, the agency.

ADVERTISERS' PAGES REVISED

1887 Thad H. Brown 1941

ONLY FOUR months after his formal retirement from public life to re-enter private practice of law, Thad Brown, former member of the FCC, died in Cleveland Feb. 26 following a brief illness. Though he had suffered from an internal disorder for some time, Col. Brown was not seriously stricken until last Monday. He entered a Cleveland hospital, and apparently was convalescing when the end came suddenly. He was 54 on Jan. 10.

Until his retirement from the FCC last October, when President Roosevelt withdrew his nomination for a new seven-year term, Col. Brown had been the eldest member of the FCC and its predecessor Radio Commission from the standpoint of continuous service. His last term had expired June 30, and his confirmation had been blocked by Senator Tobey, (R-N. H.) who conducted a one-man campaign in the Senate Interstate Commerce Committee.

Arlington Burial

Funeral services for Col. Brown were held in his home town of Columbus, last Thursday. Interment was on Friday at Arlington National Cemetery, Washington, with military honors. A veteran of the World War, he was a lieutenant colonel in the Judge Advocate General's branch, Reserve Corps, at the time of his passing.

Funeral services at Columbus were attended by Gov. Bricker and his staff, among other distinguished personages. The honorary pallbearers were all past State commanders of the American Legion.

With Col. Brown when the end came was Mrs. Brown. Engaged in law practice since last October, Col. Brown had gone to Cleveland to confer on matters for one of his radio clients. He maintained law offices in Washington with the firm of Brewster & Steiwer, Southern Bldg. While Col. Brown had suffered from a chronic colitis condition for the last year, he had not been seriously ill.

In addition to Mrs. Brown, he is survived by his only son, Thad Jr., 24-year old law student.

The FCC, at its meeting last Wednesday, adopted a resolution expressing its condolences. The resolution follows:

Whereas, the FCC learned with profound sorrow of the death of Col. Thad H. Brown; and

Whereas, through long association with the communications industry, and in particular with that phase of it devoted to radio transmission, Col. Brown had in a sense grown up with broadcasting and was therefore, closely associated with its development and intimately familiar since 1929 with the problems incidental to its regulation; and

Whereas, it was his habit to bring to bear upon the discharge of the duties of his office as a member of this Commission the calm and unhurried judgment of a mind trained in jurisprudence; now therefore be it

Resolved, That in the death of Col. Brown the industry is called upon to part with a well-informed counselor whose influence in a private capacity, perhaps only secondary to that as a public servant, seemed destined to continue to advance the art; and his erstwhile colleagues in the Commission, profoundly shocked at the news of his death, although they were no longer in direct and daily association with him are today deeply conscious of a sense of personal loss; and be it further

Resolved, That these resolutions be spread upon the minutes of this Commission, and a copy thereof be transmitted to the bereaved family.

Col. Brown had joined the Federal Radio Commission in 1929 as general counsel, during the Hoover administration. He was named a member of the Commission in 1932 and when the FCC was created in 1934, President Roosevelt renamed him to that body. A Republican, Col. Brown ranked high in party councils. He had been Secretary of State of his native Ohio, and chairman of its Civil Service Commission. In 1926, he was defeated in a race for the gubernatorial nomination by a narrow margin.

Legal Career

Born on a farm in Morrow County, O., Jan. 10, 1887, Thaddeus Harold Brown was educated at Ohio Wesleyan and Ohio State Universities. After a short career as a school teacher, he began his legal and political career as journal clerk in the Ohio Legislature in 1909. After practicing law in Columbus from 1912 until 1917, he entered the Army as an infantry captain. From 1919 to 1923 he held a commission as a major in the Judge Advocate General's office of the Reserve, and in 1924 was promoted to lieutenant colonel.

Just before Col. Brown's term expired last June, President Roosevelt renominated him for a new seven-year term. It was then Senator Tobey, said to have been inspired by information provided from within the FCC, launched his one-man crusade against a favorable committee report. The attack, which resulted in a rump investigation of many phases of broadcast operations and of FCC activities, caused the Committee to hold up action on the nomination in abeyance.

During the ensuing weeks, a portion of which were spent on active duty in the War Department, Col. Brown tried to conceal his grief over these political developments. Finally, he asked the President to withdraw his nomination to permit him to return to private law practice. His vacancy on the FCC has not yet been filled.

Col. Brown was vice-chairman of the board of trustees of Lincoln Memorial University, a member of the American Bar Assn. and of the executive council of the Federal Bar Assn., and several other law and radio organizations. He also was a member of the American Academy of Political & Social Science, and of the American Legion.

THEY WERE IN THE ARMY THEN

One of a Series

PLENTY OF ACTIVE SERVICE was seen by this trio of radio executives, one of them an agency v.p. in charge of radio. Their identifications and service records, along with photographs of what they look like today, will be found on page 28.

KTSA Names Blair

KTSA, San Antonio, has appointed John Blair & Co. as national representatives, according to an announcement by G. W. Johnson, general manager. The station is affiliated with CBS and operates on 550 kc. with 5,000 watts local sunset and 1,000 watts night.

Justice Dept. Claims Decree Paves Way for Early Accord

Close Litigation Started in 1935 and Resolves All Objectionable Practices, Release Says

FOLLOWING is the press release of the Department of Justice, issued Feb. 26, announcing signing of the consent decree by ASCAP:

The Department of Justice announced today that ASCAP had signed a civil decree in the District Court for the Southern District of New York in which it agreed to cease engaging in activities which the Department alleges constitute violations of the Sherman Act.

This decree brings to an end litigation started by the Government against ASCAP in 1935 and paves the way for an immediate settlement of the difficulties between ASCAP and the broadcasters which have resulted in the banning of ASCAP music from the air since Jan. 1, 1941. All objectionable practices have been resolved by the instant decree. The only matter remaining for adjustment is one of price between ASCAP and the broadcasters.

Effective in 90 Days

The decree, which becomes effective 90 days after entry, provides:

1. That ASCAP members will not license the public performance rights of copyrighted musical compositions exclusively to ASCAP but are free to license to anyone except Broadcast Music Inc.

2. ASCAP agrees not to discriminate either in price or terms among the users of copyrighted music. All ASCAP compositions will be offered for performance to all users of the same class on equal terms and conditions.

3. ASCAP agrees to license on a pay-when-you-play basis; that is, broadcasters will be able to buy ASCAP music on a per program basis, if they desire. Users other than broadcasters will be able to buy music on a per piece basis if desired.

4. ASCAP agrees not to require a license from more than one station in connection with any network broadcast. Licenses will be issued to networks or originating stations.

5. Manufacturers of electrical transcriptions, or sponsors, or advertisers on whose behalf such electrical transcriptions are made, will, if they so desire, be able to obtain licenses for the use of such transcriptions for broadcast purposes.

6. ASCAP agrees not to engage in an all-or-none policy in licensing its music; that is, motion picture exhibitors restaurants, hotels, radio stations, and all commercial users of ASCAP music will be able to obtain the right to perform any ASCAP compositions desired without being compelled to take the entire ASCAP catalogue.

7. ASCAP agrees that it will not attempt to restrict the performance rights of its music for the purpose of regulating the price of recording its music on electrical transcriptions made for use in broadcasting.

8. ASCAP agrees to abolish its self-perpetuating board of directors and permit election of directors by the membership.

9. ASCAP agrees to modify its membership requirements so as to make eligible any composer who has copyrighted one tune. Under the existing arrangement publication of five tunes is required for eligibility.

10. ASCAP agrees to modify the practice of compensating its members so as to make such compensation on the basis of the popularity of the tunes in any given period. Under the present method of distribution compensation is determined by an elaborate set of rules, including seniority, type of composition, etc.

Disposition of the civil suit by entry of the decree will not dispose of the criminal suit filed against ASCAP in the Eastern District of Wisconsin on Feb. 5, 1941. That case will be disposed of by separate proceedings.

The case was in charge of Victor O. Waters, Special Assistant to the Attorney General, assisted by Warren P. Cunningham, Special Attorney.

KGGF Is Given Grant Of Temporarily Renewal

ANOTHER step in the battle for 690 kc. under the Havana Treaty was taken by the FCC Feb. 25 in granting KGGF, Coffeyville, Kan., a temporary renewal of license to operate on the channel with 1,000 watts day and 500 watts night, commencing March 29, when the reallocation becomes effective.

Simultaneously, the Commission granted WNAD, Norman, non-commercial station operated by U. of Oklahoma, a permit to change its frequency from 1010 kc., which it shared with KGGF, to 640 kc., to clear channel occupied by KFI, Los Angeles, operating daytime hours only. The KGGF grant was made conditional upon final action of its amended application, seeking 5,000 watts.

Among other applicants for 640 kc. are KMBC, Kansas City; Fred Jones Broadcasting Corp., Tulsa, seeking a new station, and KOMA, Oklahoma City, all of which seek 50,000 watts.

BMI Songs in Film

IN A DEAL negotiated by Harry Engel, West Coast manager, Broadcast Music Inc., will supply the entire musical score of the Republic Pictures Corp. new film "Puddin' Head" which is to feature Judy Canova. All songs are to be written by Jack Owens, Hollywood song writer, who is under exclusive BMI contract. Prior to release, songs will be exploited nationally on the air, it was said. BMI songs used in the film "Pot o' Gold" produced by the James Roosevelt Productions, will also be exploited in an extensive campaign now being mapped out. Film stars Jimmy Stewart, Paulette Goddard and Horace Heidt's band.

New BMI Contracts

BMI has signed contracts through March 31, 1944, with D. S. Publishing Co. and the Charlton Publishing Corp. granting them the right to use BMI lyrics in illustrated song sheets devoted exclusively to songs published and licensed by BMI. Sheets will be issued monthly, one 16-page sheet to sell for 5 cents and one 32-page sheet selling for 10 cents.

ASCAP Horns

OGRE of an ASCAP suit reared its ugly head during a recent *Man on the Street* broadcast of WDAY, Fargo, N. D. Into the range of the mike came a newer model automobile with a unique musical horn. The strains of the tune "In My Merry Oldsmobile" rent the air. Engineer Henry Shiels, quickly recognizing the ASCAP tune, cut the program abruptly, saving the day. The studio pianist, playing the musical fill to the emergency, then quite unintentionally but appropriately picked the current BMI hit, "That Lonely Tune".

Clause on War Service Included in New Pact Of WFIL's Engineers

EMBRACING several novel features, among them provision for such contingencies as military service and monetary inflation, a new contract has been negotiated by WFIL, Philadelphia, and its engineers represented by Local 28 of the CIO American Communications Assn., according to an announcement last Tuesday by Samuel R. Rosenbaum, WFIL president. The three-year agreement provides that any technician called for wartime service shall be succeeded by a temporary employe, shall lose no seniority and shall receive the difference between his regular salary for one month and his service pay for one month for each year he was with the station.

Inflation Clause

The contract also includes a proviso that "if any national emergency or war causes inflation to such a degree as to seriously affect the purchasing power of the dollar, the question of wages may be taken up by the union with the employer upon written notice of desire to review the wages; any readjustment so made may be reopened by the employer in the event of subsequent deflation."

Reflecting Mr. Rosenbaum's observation that the contract "marks another step forward in improving relations between labor and management in the radio industry," the agreement provides that an employe who becomes an official of the union and finds it desirable to take a one-year leave of absence for union activity may take up his job upon his return without loss of seniority. Other provisions of the contract cover a flat 10% wage increase, along with periodic six month increases, time-and-a-half for overtime, seniority, closed shop, hiring through the union, severance pay, sick leave, vacations with pay, bonus for night work, a $43 weekly minimum and a $75 weekly maximum based on length of service, no strikes.

The contract was negotiated for WFIL by Mr. Rosenbaum, General Manager Roger Clipp and Chief Engineer Arnold Nygren; for the union, Saul C. Waldbaum, union attorney; Louis E. Littlejohn, president, and Edgar Darlington, financial secretary, both employes of WFIL.

Merchants Form Promotion Group

Independent Council Working On Radio Program Plans

FORMATION of the American Home Town Council, a permanent organization designed to promote the business of independent merchants throughout the country, was announced Feb. 24 in Chicago. This is a step forward from that taken by the Independent Food Distributor's Council, which on Jan. 19, 1941, met in Chicago and recommended a nationwide radio campaign for independent merchants.

Expansion of promotion plans from the food trade to 10 leading industries in the independent field was the most important development resulting from the Chicago conference. Another meeting is scheduled for the last week in March when representatives of all branches of independent trade will be present. Final plans are to be drawn and the whole promotion presentation concluded for independent dealers early in April.

Program Favored

The American Home Town Council, with J. Frank Grimes, president of the Independent Grocers' Alliance, named as head, has signified its desire to sponsor *Home Town* on the entire Mutual network, a drama depicting the part played by independents in the rise of the United States.

This is the same program recommended by the Independent Food Distributor's Council [BROADCASTING, Jan. 27]. Built by WGN's William A. Bacher, director of programs and production for MBS Chicago key station, the series is expected to feature Walter Huston, character actor, who will be starred in the narrator role of "Voice of Home Town".

Huston was in Chicago Feb. 21-22 for a conference with various council members.

New Publishers

BAND LEADERS, singers and composers are becoming music publishers as well, since the beginning of the radio-ASCAP controversy. BMI reports, listing Regent Music Co., publishing Benny Goodman originals; Mutual Music, outlet for the music of Glenn Miller's band; Republic Music, owned by Sammy Kaye; London Music, issuing originals by the Guy Lombardo band, and Nationwide Music, owned by Lanny Ross, as new publishing firms whose performing rights are controlled by BMI. Claude Clapham, well known composer and teacher, has recently resigned from ASCAP to open his own publishing house, BMI states, adding that 25 new publishing firms have sprung up in all since the music fight began, of which 15 are associated with BMI.

BMI Publishes List

BMI has issued a 16-page blue booklet "We Are BMI", listing its subscriber stations as of Feb. 1, 1941. Roster includes 629 stations in the 48 United States, four in Hawaii, one in Alaska, two in Puerto Rico and 26 non-commercial stations in 15 states, making a total of 662 subscribers.

Newscasts Grow Up--With Schechter

Telephone Tactics of Past Recalled in Exciting Book

By Wm. R. McANDREW

ABE SCHECHTER is chunky, blond and explosive. As director of news and special events for NBC he does more telephoning—long distance, local and inter-office—in one day than most people do in a year. And he meets more celebrities, zanies, zoologists and vice-presidents than any one person should. He gets into continuous arguments with his staff, bosses, people who want to go on the air and people who want passes, as well as everybody else he meets or talks to. But he's got more friends than a newly-elected Congressman.

In the early days of radio news he covered the world by telephone, shears and pastepot. Later, when he had been given an office, secretary, and several teletype machines, with "special events" tucked onto his "director of news" title, he went to Egypt and arranged a broadcast from the pyramids. Then when the war clouds began to gather in Europe he directed radio's biggest news story—the Munich crisis and the Hitlerian war. In between he arranged broadcasts featuring singing canaries, mice, window washers and prize fighters.

To let the public in on the fun, he has written a book, *I Live on Air*, in collaboration with an old friend of his, Edward Anthony of the Crowell-Collier Publishing Co. [$3.75 Frederick Stokes, New York.]

The Story of News

I Live on Air isn't just the stilted, formal, chronicle of radio news and special events of the last decade; it's a vibrant, lusty story of the most exciting type of reporting—the story behind the trans-Atlantic broadcast, the news flash, and the commentator. And it's told in the breezy, humorous style of an ex-reporter who came into radio when carbon mikes were a novelty and an airplane broadcast the height of enterprise. Actually, it's the story of what many consider radio's greatest public service—dissemination of news—from the time it was scornfully ostracised by a short-sighted policy of newspaper publishers until it was recognized and accepted as the "fifth estate".

Abel Alan Schechter—for that's his full name and when many of his fellow workers read *I Live on Air* it will be the first time they knew he had any other name but "Abe"—opens his book with a chapter on the trials and tribulations of gathering news for Lowell Thomas when the networks were denied the use of wire services. Abe was Lowell's news service and, as he puts it, by dint of a terrific telephone budget, clippings from London newspapers and a reporter's nose for news, managed to keep Thomas even, and

A. A. SCHECHTER

many times ahead of the press associations.

He relates how the words "New York is calling" and "I am speaking for NBC or Lowell Thomas" time after time provided open sesame to otherwise tightly barred news sources. One such story dealt with the kidnaping, shortly after the Lindbergh case, of Peggy McMath, the six-year-old daughter of a Harwichport, Mass. shipbuilder. Schechter writes:

From the Feed Box

"Lowell Thomas each night had a newsy development on the case, so newsy, in fact, that reporters on the assignment were constantly embarrassed by telephone calls from their city desks asking them why Lowell Thomas had beaten them on this or that new slant on the story.

"After the child had been returned to her parents and a speedy trial of the defendant arranged, Lowell Thomas announced one night that the kidnaper would plead guilty the next day. An hour or so after the broadcast the District Attorney confirmed the report to newsmen. One reporter questioned Judge Edward F. Hanify, who was presiding over the case, as to how Thomas got the news first.

"Oh", said the Judge, "I can explain that. Lowell Thomas' office has been calling me up in chambers every day and I've been telling 'em what developed."

From telephoning for Thomas *I Live on Air* goes into a detailed description of the most realistic justification for an expense account extant—a broadcast from an Egyptian pyramid. Schechter tells how he convinced his bosses that a broadcast of the coronation of King Farouk of Egypt was just what the American public wanted.

Stymied by a stolid Egyptian disinterest in American radiomen, Schechter wound up with only a description of the coronation ceremonies, instead of a promised speech by the King. Even he, veteran okayer of prodigious expense vouchers, knew it would take a lot of explaining to justify his trip to the land of the Nile. His trials and tribulations trying to convince the Egyptian government that a broadcast from the pyramids was essential to American-Egyptian relations consume two amusing chapters of the book and are, incidentally, much better reading than the broadcast was listening.

The exciting radio story behind the flights of Douglas Corrigan and Howard Hughes; the screwball activities of NBC and CBS in cornering sporting events; a transcript of the fall of the stratosphere balloon in 1934; the radio saga of remote Pitcairn Island; hitherto untold stories of the activities of NBC's ace European radio reporter Max Jordan; a satire on radio's so-called "inside stuff" commentators plus a varied assortment of incidents, attendant to famous broadcasts—all are included in the book. In addition to the 454 pages of reading material, 64 full-page photographs depict exciting events in radio history.

But the work has other qualities, too. It honestly represents the trials and triumphs, and also the methods, of the directors of news and special events of any broadcaster. And that should make it required reading for radio's youngsters and students preparing for a career in the industry.

Now Abe Knows

TURN about is fair play A. A. Schechter, NBC's news and special events director, discovered recently when the boys in the news room took the air away from him during an interview broadcast to put in a war bulletin that ran more than a minute. The interview, oddly enough, was about the book *I Live on Air* written by Schechter and Edward Anthony, in which he tells about scoring news beats by cutting into regularly scheduled programs.

SATURDAY IS A GOOD RADIO DAY

Morning, Especially, Is a Fine Time, Survey by WOR Indicates; Friday Biggest Pay Day

SATURDAY morning is one of the best available times for sponsors to schedule their programs, according to a study of that period just released by the sales promotion department of WOR, New York, under the title "Saturday—A Challenge That Is Also an Opportunity."

Contrary to the popular advertising conception that Saturday is a bad day on which to reach the radio audience, WOR reports that 175% more advertisers are using WOR Saturday time today than a year ago, thus taking advantage of what the station calls an "evening audience at daytime rates."

More Cash

Among the reasons given as to why Saturday is a "radio opportunity" is the fact that people have more available cash that day, Friday being the biggest payroll day of the week. Purchases are planned Saturday morning, therefore, with 79% of all that day's shopping done in the afternoon hours.

Backing up this point, the survey points out that 40% of chain store purchases and 30% of independent grocery store sales are made each week on Saturday. With the creation of a five-day week, an "all-family" audience listens to the radio Saturdays, offering the advertiser a "greater range of program choice and greater freedom of copy appeal," as well as the chance to sell more than one member of the family.

The study also states there is less program competition on Saturday morning that any other morning of the week, so advertisers can choose programs varying from news to music and dramatic to variety programs. There are as many and sometimes more sets in use on Saturday as on any other weekday, the study proves.

Also contained in the 15-page booklet is a Saturday morning survey made by C. E. Hooper in 1940 which shows WOR with the largest audience of any New York station, and an average of twice the audience of the second-ranking station.

Heatter Changes

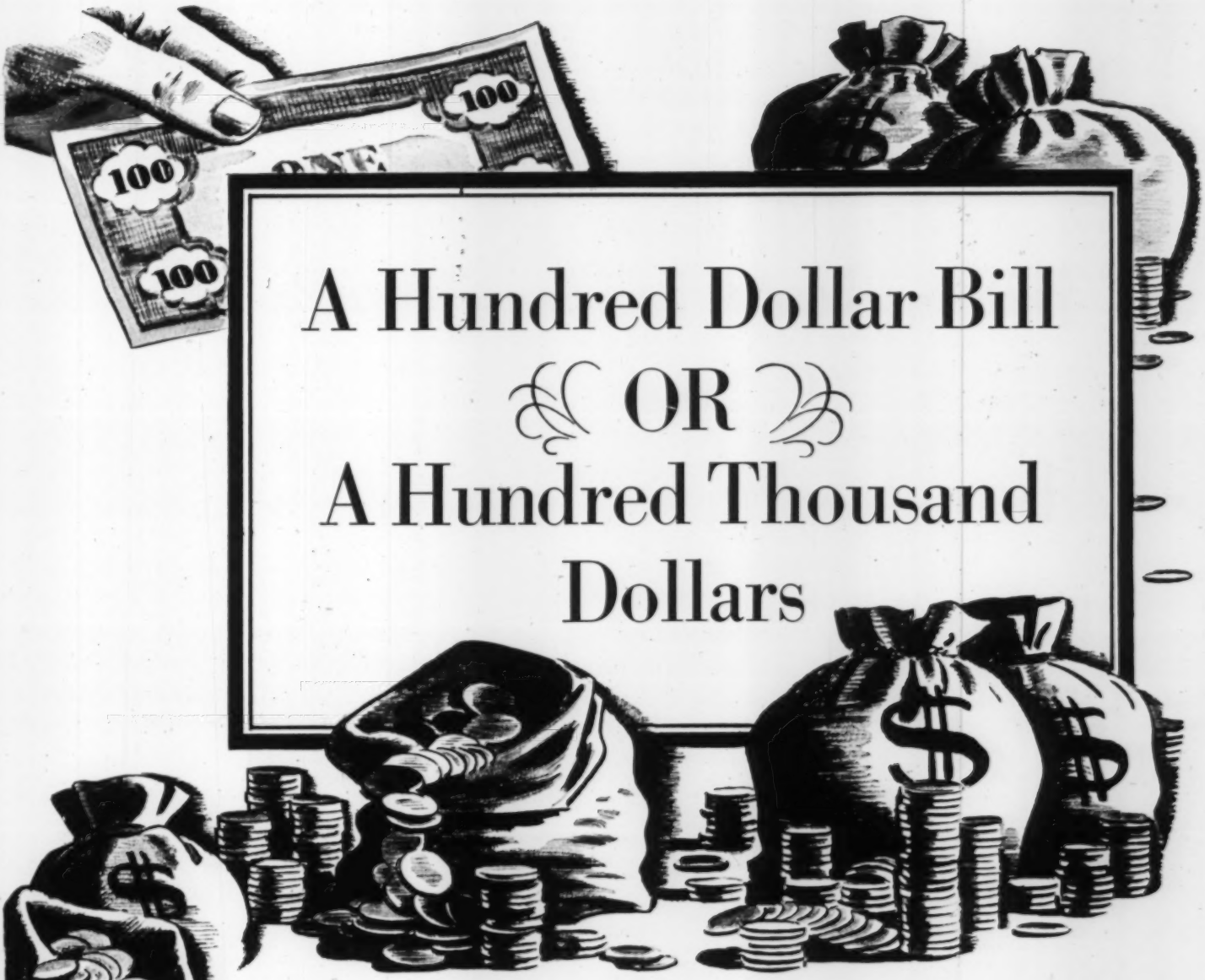
MACFADDEN PUBLICATIONS, New York, on March 15 will discontinue sponsorship of Gabriel Heatter, MBS commentator heard Thursday and Saturdays at 9-9:15 p.m. for *Liberty* magazine. Mr. Heatter will, however, continue to be sponsored on those nights. R. B. Semler Inc., New York, which now sponsors the commentator on Wednesdays and Fridays for Kreml hair tonic, will add the Saturday evening quarter-hour commentary for Kreml shampoo, while the Zonite Products Corp., New York, which sponsors the program for Forhan's toothpaste on Mondays, will also assume the Thursday evening spot. Erwin, Wasey & Co., New York, is agency for all three accounts.

In Far East for MBS

BECAUSE of increasing tension in the Far East, MBS has added Elizabeth Wayne, an American journalist, to its staff of correspondents as observer at Batavia, Java, Dutch East Indies. At the same time, in view of Australian reaction to recent Japanese statements, WOR, New York, is scheduling seven minutes of daily news from the government station in Sydney, Australia.

Jordan, Kirker Back

MAX JORDAN, NBC's middle European representative in Basle, Switzerland, and William Kirker, NBC representative in Berlin, arrived in New York Feb. 27 aboard the *SS Siboney* from Lisbon, Portugal.



A Hundred Dollar Bill OR A Hundred Thousand Dollars

Whatever your radio advertising budget, NBC Radio-Recording Division can offer —or will help you build—the show you've wanted to put your product on the air. Yes —and at a cost you won't believe possible until we confirm it!

Specifically, we'll write, cast, produce your idea from script to finished pressings . . . complete . . . or in part. That applies to a special series of one-minute "spots" or a quarter-hour five-a-week program.

If your budget is limited, a sales-tested NBC Syndicated Recorded Program like "The Lone Ranger," "Betty and Bob," "Hollywood Headliners" and many others are sure-fire audience and sales builders.

But don't—please—let anyone tell you that a radio program is beyond your reach. We're here to prove differently—if you'll write and outline your problem.

—and remember, your program is recorded NBC ORTHACOUSTIC!*

*Registered Trademark

NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Building, Radio City, New York • Merchandise Mart, Chicago • Trans-Lux Bldg., Washington, D. C. • Sunset & Vine, Hollywood

CLIMAXING a fortnight of technical discussions, the 287 radio engineers from all over the country attending the fourth annual Broadcast Engineering Conference at Ohio State U, Columbus, took their final fling Feb. 20 at a big banquet in Columbus' Fort Hayes Hotel. During dinner, apparently not conversing about anything too technical, are (l to r) Lynne C. Smeby, NAB engineering director; Gerald C. Gross, chief of the FCC international section; A. D. Ring, FCC assistant chief engineer. In center R. V. (Doc) Howard, chief engineer of KSFO, San Francisco, has a momentary misunderstanding with the spirit-casked St. Bernard furnished him by Prof. W. L. Everitt, director of the OSU conference, as a guide during a period of light snowfall on the campus. At right another group of engineers wool-gathering on their own (l to r) J. C. Randall, chief engineer of WTIC, Hartford, Conn.; George Milne, NBC eastern division engineer; C. M. Jansky, Washington consulting engineer; A. J. Eaves, of Graybar Electric Co. The pictures were snapped during the conference by James Schultz, chief engineer of WCAE, Pittsburgh.

New Circuits of 8,000 Cycles Made Available to Networks

AVAILABILITY of 8,000-cycle network channels providing vastly increased fidelity for transmission of both speech and music was announced last week by AT&T with the filing of new tariffs with the FCC. The new circuit, which compares to the present 5,000-cycle channel now used commercially for inter-city channels, is available at a rate of $9.50 per airline mile per month; rate for the 5,000-cycle facilities is $8.50.

The Bell System also announced it has demonstrated transmission of programs over cable circuits extending to 15,000 cycles—apparently in anticipation of FM network demands. This latter high-fidelity circuit employs a carrier system to which has been added special program terminal equipment.

Improved Quality

Stating that with the development of the 8,000-cycle network channel, naturalness of both speech and music is substantially improved, AT&T said that all program facilities installed by it during the last ten years have been designed to be adaptable to the future transmission of frequencies up to 8,000 cycles.

While such high quality networks are not in general use, Bell System cable and open wire lines can be adapted for this purpose. Extensive tests of 8,000-cycle transmission have been made by Bell Laboratories and Long Lines over a Long Lines-owned "Orange" Network, a 2,000-mile circuit used for testing purposes. Yankee Network has been using an 8,000-cycle circuit between New York and Boston since Feb. 10.

Looking further ahead to possible needs of broadcasters for broader band transmission circuits, the Bell System, at the winter convention of the Institute of Electrical Engineers in Philadelphia Jan. 30, demonstrated the transmission of programs over cable circuits about 1,200 miles in length with frequency bands extending to 5,000, 8,000 and 15,000 cycles. Existing FM rules specify transmission of at least 15,000 cycles one hour during daytime and one hour at night.

Illinois Bell Drive

ILLINOIS BELL TELEPHONE Co., Chicago, on March 10 starts a 13-week campaign of three to six-weekly one-minute live announcements on all Chicago stations. Advertising will promote the Classified Red Book. This is an annual campaign. Agency is N. W. Ayer & Son, Chicago.

New 5 KW. Transmitter Is Dedicated by KTAR

KTAR, Phoenix, Ariz., on Feb. 21 dedicated its new 5,000-watt transmitter, which has actually been operating since Jan. 1, with a series of special local and network programs. Highlight of the dedication was the unveiling of a plaque on the KTAR transmitter building by Eugene Pulliam, owner and general manager of WIRE, Indianapolis. Other participants in the dedication ceremony included Sam Kahan, KTAR president; Charles Stauffer, of the *Arizona Republic and Gazette*, and Arthur C. Anderson, KTAR chief engineer.

In addition to local shows, including two specially written half-hours, the station received several testimonials on NBC network shows. The *Republic and Gazette* carried a six-page KTAR section.

A RAGTIME TUNE never was played with greater aplomb than by these engineer-musicians, punching away at a 15-foot home-made marimba during the Feb. 20 banquet closing the fourth annual Broadcast Engineering Conference in Columbus, O. Wielding the padded hammers are (l to r) Maj. Edwin H. Armstrong, FM inventor; Raymond F. Guy, NBC radio facilities engineer; C. C. Weideman, University High School official whose hobby is building unusual musical instruments, including the giant marimba; Paul A. deMars, Yankee Network vice president and chief engineer; Prof. W. L. Everitt, director of the conference; I. R. Weir, of General Electric Co. The fancy headdress sported by Prof. Everitt is a stuffed rooster, presented him at the banquet as an emblem fitting his designation as "Cock of the Roost." He also received a wrist watch from the 287 engineers attending the conference, in appreciation of his work in directing the Feb. 10-21 meeting. The banquet featured the first commencement exercises of the conference, with diplomas passed out to 19 veterans who have attended the first four annual conferences.

SHORTWAVE SERIES AIMED AT EUROPE

SHORTWAVE broadcasts to Europe designed to acquaint the peoples of that continent with the benefits and achievements of democracy and to counteract false propaganda disseminated by totalitarian regimes will be started within the next ten days on WRUL, Boston, by United Americans, new national non-partisan organization formed last fall by Orville McPherson, vice-president of KCMO, Kansas City, and publisher of the *Kansas City Journal*.

The broadcasts, to be made in 12 European languages, will be daily half-hour programs featuring quarter-hour discussions by "Uncle Sam" of current topics dealing the democratic way of life and three five-minute news summaries.

Expenses of the broadcasts will be met by popular subscription among various language groups, according to Tiber Bartok, director of UA's department of foreign language relations.

Complementing the shortwave programs will be foreign language broadcasts on American stations for listeners of foreign origin and descent. Records and printed transcripts of talks will be prepared for distribution to give even wider scope to the programs.

Details on the programs will be handled out of the organization's New York office at 3 Mitchell Place, while national headquarters are in Kansas City.

Lewistown, Pa., Local

LEWISTOWN, located in the heart of central Pennsylvania's industrial region, was granted a local outlet Feb. 25 when the FCC authorized a new station to the Lewistown Broadcasting Co., to operate on 1,500 kc. with 250 watts. Principals in the new station, the tenth granted this year, are Sentinel Co., Inc., publishing the *Lewistown Sentinel*, with a 33 1-3% interest; William Woods, connected with the Pennsylvania Sand Glass Co., 33 1-3%; Thomas C. Matthews, of the same company, 33.286%; James S. Woods, also of the same company, vice president of the new enterprise, .048%. Walter S. Farnot, publisher of the *Sentinel*, will head the company as president.

There's Only ONE SCRANTON

Anthracite Capital of the World

And there's ONLY ONE radio station that blankets the Scranton market (17th largest in U.S.A.)

that's **WGBI**

The Scranton—Wilkes-Barre Market, 17th in the nation, is a must for national advertisers. WGBI, the *only* regional or clear-channel station serving its 652,000 population, is the economy way to sell this market. That's logic. For WGBI is the *only* station heard throughout this market. Dr. Starch and Staff reports that 98% of the daytime listeners and 96% of the nighttime listeners in Scranton's home county tune (and stay tuned) to WGBI.

910 Kc. after March 29, 1941

A CBS Affiliate
880 kc • 1000 WATTS DAY
500 WATTS NIGHT

WGBI

SCRANTON, PA.

JOHN BLAIR & COMPANY
National Representatives

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

SCRANTON BROADCASTERS, Inc.

Frank Megargee, Pres.

the WOR message on the opposite page is of vital interest to everyone who uses radio to SELL!

Purely PROGRAMS

PROGRAMS from Cuba and nine South American countries are scheduled during March and April in the series of weekly international goodwill broadcasts presented by Rotary International on MBS Sundays at 3 p.m. The first program of *The Americas Speak* series was heard March 2 with Henry A. Wallace, Vice-President of the United States, exchanging greetings from Washington with Miguel Aleman, Mexico's Minister of the Interior, speaking from Mexico City.

* * *

Barracks News

TO HELP listeners follow the program of the Army training program, KMOX, St. Louis, at least once each month for its weekly half-hour *Youth Answers the Call* will visit one of four Midwest Army training camps to relate progress being made in training at each camp. Jerry Hoekstra, KMOX public affairs director, Announcer Bob Dunham and Engineer Gordon Sherman transcribe the programs each week at the camps—Camp Robinson, near Little Rock, Ark., Fort Leonard Wood, near Rolla, Mo., Jefferson Barracks, outside St. Louis, Scott Field, Belleville, Ill. Upon each return to the camps improvement noted since the last visit is to be noted.

* * *

Editorial Slants

A NEW type of weekly newscast, *News, Editorially Speaking*, has started on CBS-Pacific stations under supervision of Fox Case, the network's West Coast public relations director. Bob Garred as commentator, devotes the opening five minutes of each program to last minute news flashes. Balance of the quarter-hour consists of brief excerpts from the editorial pages of Pacific Coast newspapers.

* * *

In the Orient

FEATURING Thurston R. Porter, newspaper correspondent who has spent 14 years in China and the Far East, WINX, Washington, has added the new Sunday evening quarter-hour, *The Far East*. Reporter Thurston reviews latest news events in the Orient during the first minutes of the program, following with a discussion of the facts behind the news.

* * *

Smith Goes to Town

HIGHLIGHTED by transcriptions of entertainment and interviews from Fort Sill, Okla., *Mr. Smith of the Army* is heard five days weekly on KVOO, Tulsa. Played by Jimmy Todd, "Mr. Smith" informally elucidates on Army life.

* * *

Student Quiz

FEATURING student representatives from four local schools competing for a cash award to be applied to the winner's class treasury, WTAX, Springfield, Ill., has started the weekly *Junior Quiz*.

Styles' 'Blessings'

TRUE human interest stories, gleaned in his world-wide travels, are related by Hal Styles, Hollywood commentator, on the thrice-weekly quarter-hour, *Count Your Blessings*, recently started on NBC-Pacific Blue stations. Styles, well known in West Coast radio, for approximately four years conducted the job-finding program, *Help Thy Neighbor*, on Don Lee Broadcasting System, Los Angeles. He is credited with supplying employment for 26,709 persons during that time.

* * *

Sacred Series

LIFE OF CHRIST is the subject of eight half-hour scripts prepared by the Catholic Script Service at Woodstock College, Md. Based on St. John's Gospel, the scripts are woven around a modern theme. Some of the scripts have been presented on WWL, New Orleans, WJEJ, Hagerstown, Md., and WCAO, Baltimore. The series is available at cost [$1] by writing Ernest B. Clements, S.J., at the college.

* * *

Actors All

NEWEST dramatic production on WBNS, Columbus, O., is *We're All Actors*, which each week features a local business man or socialite as guest star. Title of the show is brought out in the introduction to each performance with a brief sketch featuring the guest in his or her profession. The half-hour show is directed and produced by Tom DeVore, WBNS continuity editor.

* * *

Little of Everything

VARIATION of the musical clock morning show is the *Powers' Daily Calendar* of KSTP, St. Paul-Minneapolis, sponsored by Powers' Department Store in Minneapolis. Quirks and oddities in the news, weekend sportsmen's forecasts, tips on where to go in the evenings, etc., are incorporated into this recorded musical show, presented Tuesday through Friday, 8 to 8:30 p. m.

Movin' Theme

AN OFFICIAL theme song is the latest addition to the promotional material advanced by the NAB for *Radio Movin' Day*. At the request of Arthur Stringer, of the NAB Washington headquarters, Carl Haverlin, BMI director of station relations, got the BMI staff busy on an appropriate ditty to be used by stations all over the country as part of their March 29 *Movin' Day* promotion. Planographed copies of the 16-bar melody, *Movin' Day*, are to be sent to all U. S. stations by the NAB before March 9, according to Mr. Stringer.

RADIO's newest team of fight announcers, Jimmy (Powerhouse) Powers (with hat on), sportswriter for the *New York Daily News*, and Joe O'Brien give a blow-by-blow description of the fights at the Bronx Coliseum on WMCA, New York. Broadcasts of the weekly bouts are sponsored for 52 weeks by the American Safety Razor Corp., New York, to promote the sale of Gem micromatic blades in New York.

* * *

Soldiers' Songs

SING SONGS from Canada's soldiers, sailors and airmen at camps and bases throughout Canada started on a weekly half-hour basis on Feb. 25, on a national net of the Canadian Broadcasting Corp. George Young, CBC Maritime Regional Supervisor, is in charge of the sing songs, which mark the first regularly scheduled entertainment from Canada's home defense forces, a somewhat similar program coming to Canada weekly from Canadians serving in Great Britain. George Young has conducted sing songs throughout the Dominion for the CBC since 1937.

* * *

Color Patterns

FAVORITE colors are the basis for a new listener guessing contest on CFRB, Toronto; CKCO, Ottawa; CKAC, Montreal, and CHRC, Quebec, for Murphy Paint Co. Ltd., Montreal. Participants in the quiz contest are asked their favorite colors, which are then arranged on a palette, and the listening audience must guess, with an official entry slip given with sales of paint, the order in which the colors appear on the palette. Winner, listener most closely approximating arrangement, receives $50 cash prize. Cockfield Brown & Co. Ltd., Toronto, handles the account.

* * *

Reviews for Women

SIMILAR to the radio book reviews, now presented by the National Council of Women in about 70 cities is the weekly quarter-hour, *A Woman Looks at the World of Books*, on WQXR, New York, with Dorothy Gordon, well-known conductor of children's programs, reviewing serious books which relate to the preservation of American democracy.

* * *

Town Tour

A WEEKLY quarter-hour series of New York night life gossip, titled *Till Dawn's Early Light*, will be started Feb. 27 on WMCA, New York, with David Breschel, as m.c. Program will include review of night club shows, Broadway and Hollywood anecdotes, recorded music, and an imaginary "tour of the town".

Come In, Kimmel

SPONSORED by two local theatres, *The Party Crasher* has started on a thrice-weekly basis on KFDA, Amarillo, Tex. Listeners are invited to phone in details of any party to be given, one of which is selected. The person reporting the chosen party receives two theatre passes. At party time Kim Kimmel, KFDA program director and announcer, takes the mobile unit to the address and crashes the party, interviewing the hostess and guests for 15 minutes. Participants also receive theatre passes.

* * *

On Varied Themes

PRESENTING a wide variety of themes, including the fantastic, weird, impressionistic and philosophical, *Drama for Moderns* is heard weekly on KSAN, San Francisco. They are written by Justus Edwin Wyman, well-known radio author of such programs as *With Reason and Rhyme, Soldier of Miss Fortune* and others. The series is produced by James Martin.

* * *

For Farmers' Wives

STYLED to appeal to the needs, requirements and taste of tne women of an agricultural area, *The Women's Radio Newspaper* is heard daily on CJRM, Regina, Sask. The program features news of all sorts for the women listeners, combining local news of interest to farm women with that of interest to western Canadian urban women.

* * *

A. M. Exercises

SETTING-UP exercises make up a new early morning program on KYW, Philadelphia. The program, *Ya Gotta Get Up*, is heard daily at 7 a.m. and is conducted by Elmer Unger, known to nearby resort visitors for the exercise classes he directs on various beaches during the summer.

* * *

Gardening Problems

EVERYDAY problems of the home gardener are discussed by Merrill Thompson, noted southern California agriculturist and horticulturist, during the weekly half-hour public service program, *Garden Plots*, started recently on KHJ, Los Angeles.

* * *

News Dramas

NEWS from all corners of the globe is given warm-blooded realism by a cast of actors on the weekly quarter-hour, *The World Speaks*, sponsored by Guarantee Union Life Insurance Co., Beverly Hills, Cal., on KHJ, Los Angeles. Jim Doyle does the commentary.

* * *

Hey, Motorists

WMBD, Peoria, Ill., in cooperation with the local police department is conducting a traffic quiz each Friday at 6:45 p.m. Officers stationed in front of WMBD's studios in the Alliance Bldg. hail passing motorists, asking them if they care to participate in this *Time Out, Mr. Motorist* program. Those consenting are plied with various traffic questions by Hank Fisher, stationed at the curb with a mike. Questions correctly answered win five gallons of gas for the motorists. Those answering incorrectly are presented with theatre passes.

HOW TO GET AN EVENING AUDIENCE AT DAYTIME RATES!

TIMEBUYERS . . . AGENCYMEN . . . ADVERTISERS . . . ANYBODY, ANYWHERE, WHO USES RADIO . . . HERE'S A NEW SPONSOR-TESTED PLAN YOU SHOULD KNOW ABOUT—NOW!

THIS new WOR study is called, "Saturday—a challenge that is also an opportunity." Agencymen and advertisers to whom it was personally presented in Boston, Chicago and New York said, "Here's something that will start sponsors thinking about a 6-a-week strip." . . . "Nearest radio ever got to point-of-sale merchandising." . . . "Just the thing for that client of mine who thinks there's nothing new in radio."

This New WOR Study Proves:

1. That there are as many—sometimes MORE—sets in use on Saturday as on any other weekday.
2. That the 5-day week has created an ALL-FAMILY, EVENING AUDIENCE on Saturday morning.
3. That 70% of ALL Saturday shopping is PLANNED in the morning. Purchases are made in the afternoon.
4. That there's more available CASH on Saturday than on any other day of the week.
5. That the 3- or 5-a-week strip sponsor should use a Saturday show to remind his listeners BEFORE they shop.
6. Saturday gives you a greater range of program choice and copy appeal.
7. There's less program competition on Saturday morning than on any other morning of the week.

Never before has WOR offered agencymen and advertisers a timebuying plan as sound and elastic as this story of Saturday.

For this is not WOR's idea of what MIGHT be done. It's a sponsor-tested blueprint for buying that has won advertiser and agency approval.

Smart sponsors such as Bristol-Myers, Quaker Oats, American Tobacco and other WOR Saturday users have long been aware of radio's weekend opportunities. Others are rapidly catching on. This is proved by the fact that—175% MORE ADVERTISERS ARE USING WOR SATURDAY TIME TODAY THAN A YEAR AGO!

Another reason is that WOR's Saturday morning audience today is greater than that of any competing station in New York.

WOR sincerely urges all agency executives and advertisers to obtain a copy of "SATURDAY—a challenge that is also an opportunity".

This may be that big new idea for which a client is looking; for which you are looking. Whether or not, "SATURDAY—a challenge that is also an opportunity" will make stimulating, profitable reading.

Write, wire or phone for your copy of WOR's Saturday study NOW . . . **NEW YORK:** 1440 Broadway, PE 6-8383; **CHICAGO:** Tribune Tower; **BOSTON:** 80 Federal Street; **SAN FRANCISCO:** Russ Building.

WOR

—that power-full station

New Type of Survey Completed by CBS Shows Data on Network Net Circulation

THE NET circulation of the complete CBS network comprises 91.7% of all United States radio homes during the evening hours and 87.5% of all set-owning families during the daytime, according to a coverage study made last spring, results of which are now being released to the network's affiliate stations.

Dr. Frank Stanton, CBS director of research, in his explanatory letter to the CBS stations, says: "Net circulation is a new dimension of a station's audience, indicating the actual number of radio families that listen to the station once a week or oftener, day and night separately, throughout the counties served by the station."

Three Levels

The maps break down the coverage for each station into three levels: Primary for counties in which from 67% to 100% of the radio families reported listening to the station once a week or oftener; secondary for counties in which 33% to 66% reported listening to the station within those time limits; occasional for counties in which 10% to 32% reported listening to the station within the same time limits.

Each type of data—listening levels and net circulation—has its separate uses, the letter explains. "The map showing the levels of coverage is essential in any discussion with an advertiser as to where he can best merchandise his program; where he should stock dealers' shelves with the goods he is advertising over the station. It indicates, county-by-county, the areas of strong influence. The net circulation figure shows how many families the station reaches. It is a direct measure of the audience actually served."

Four "firsts" are claimed by Dr. Stanton for the CBS study, which was carried on in May, 1940, by the Industrial Surveys Co., which also tabulated the results.

1. "This is the first coverage study in radio whose audience data come from not only each county in the United States, but from each population center with every county in the United States." A total of 161,019 ballots were mailed to as many radio families in 13,537 population "clusters" in the 3072 U. S. counties.

Income Levels

2. "This is the first coverage study based on a proper cross section of the radio audience by income levels." Families were divided into three income levels, based on rents in cities and on the size of the farm and the farm income in rural areas.

3. "This is the first study of network and station coverage based on the actual weekly circulation each station has in every county; i.e., on the percentage of all radio families who report listening to the station once a week or oftener." The questionnaire contained three columns, the first with lines in which the family was asked to list all the stations it ever listened to, the second with two squares for each station in which daytime listening once a week or oftener was to be checked "Yes" or "No" and the third column the same as the second for evening listening.

4. "This is the first station coverage study based on a complete family report of the station listening habits of the entire family, not merely of the person answering the questions." A year-and-a-half of research and experimenting was taken up in the development of a technique to achieve the dual end of combining the family response which a mail survey can secure with the high percentage of returns usually obtainable only from personal interviews, which, however, only reflect the views of the individual interviewed, Dr. Stanton explained.

The results of this pre-testing was a return of 81.2% to the questionnaire, as compared with 20% which is considered a good return for a mail study. To secure this return, premiums of various types were tried out, the final selection being a set of pliofilm dish covers, which were mailed with the questionnaire. Follow-up letters, sent to those who had not returned their questionnaires, brough the return to this almost unheard-of total.

In addition to the station-listening data, each questionnaire also gives the name and address of the respondent, the size of family, ownership of automobile, telephone, etc., and the number of radios in the household.

INSURER'S SUCCESS
Texas Firm Enters Seventh Year of Broadcasts

EMPLOYERS CASUALTY CO., Dallas insurance firm, which on Feb. 23 started its seventh year of broadcasting on WFAA, Dallas, and Texas Quality Network, has discovered just how effective radio advertising is in selling insurance. Delivering a special message Feb. 23 on the 313th program, L. W. Groves, executive vice president of the company, declared:

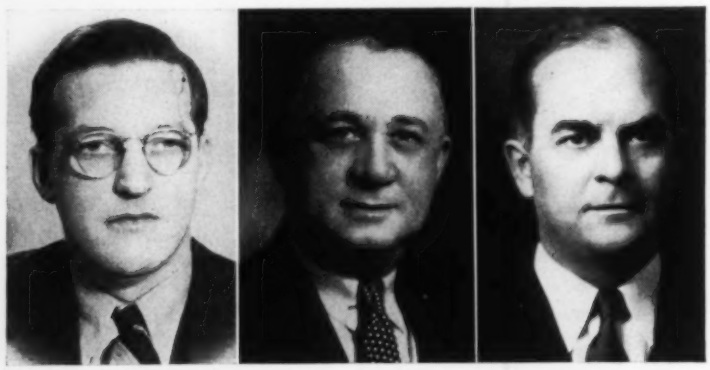
"During the six years we have been on the air we have made many new friends, have seen our business grow beyond our fondest dreams. Before we started these programs six years ago, our company's annual premium income was around $1,000,000. Last year our premium income was more than $3,000,000. That's right—our premium income for 1940 was more than three times as much as for 1934."

Ira DeJernett Adv. Agency, Dallas, handles the account.

United Drug Discs

UNITED DRUG Co., Boston (Rexall drug products), will sponsor in connection with its nationwide semi-annual one-cent sale three transcribed programs, quarter-hour in length and titled, *Rexall's Parade of Stars*. Program, produced in Hollywood by Walter Craig and featuring Rudy Vallee, Ken Murray, and Frances Langford, will be placed on about 200 stations between mid-March and the first of May, during which time the sales take place in various parts of the country. As an aid to dealer promotion letters to Rexall druggists will be sent out notifying them of date program is to be broadcast on local station. Street & Finney, New York, is agency.

NOW THEY LOOK LIKE THIS
(*See page 18*)



PHOTOGRAPHS ON PAGE 18 in same (l to r) order as above show: Hay McClinton, vice-president in charge of radio of N. W. Ayer & Son, who was a Sergeant Orienteur in the 83rd Regiment, Coast Artillery, during the last war, serving seven of his 20 months in the Army in France; Maj. Edney Ridge, manager of WBIG, Greensboro, N. C., who was a regular officer in the Army from 1910 to 1919 and who from 1924-1928 was Chief of Ordnance of the North Carolina National Guard, having served with the Mexican border AEF and in the 3d U. S. Calvary and 17th and 55th U. S. Infantry during the war; Col. Harry C. Wilder, owner of WSYR, Syracuse, and other stations, who joined at the outbreak, was a major of 78th and 90th Divisions of Field Artillery in France, commanded the 115th Field Artillery, 30th Division, and was cited for bravery in action at San Mihiel and Grand Pre.

Cantril Discusses New Latin Board

More Facts on Business and Media to Be Provided

AIMS AND methods of the study of markets and media of Latin America to be conducted by the Office for Coordination of Commercial & Cultural Relations Between the American Republics [BROADCASTING, Feb. 17] were explained by Dr. Hadley Cantril, director of the study, to members of the Export Advertising Assn. at a meeting at the Midston House, New York, Feb. 26.

Associate professor of psychology at Princeton U and director of the Public Opinion Research Project at Princeton, Dr. Cantril is taking a leave from his university duties to join the American Assn. of Advertising Agencies as executive vice-president of the export information bureau.

Work Soon to Start

The two chief aims of the study will be to provide the American businessman with accurate information about the means of communication in Latin America and about the Latin American markets, he stated. Media will be studied not only as to rates, circulation, and similar details, but also as to ownership, editorial policies, especially regarding cooperation with the United States, and as to the type of person who reads the paper or periodical or listens to the radio station. The second part of the study will embrace population distribution surveys, concentration into urban and rural areas, the tastes and habits of the people, their needs which can be satisfied by American merchandise.

Each of the seven headquarter points to be set up will be directed by a citizen of the United States, Dr. Cantril said, but his staff will be engaged locally. Key personnel are now being selected, he said, and work will begin as soon as the contract between the Government, which is financing the study, and the AAAA has been approved.

Results will be sent to the United States for tabulation, he stated, so they will be available here first. Asked how soon results could be expected, he said there would be some "pretty interesting information" from Brazil and Argentina within three or four months.

New Iglehart Serial

IGLEHART BROTHERS Co., Evansville, subsidiary of General Foods Sales Corp., New York, on March 3 started the *Johnson Family*, a quarter-hour dramatic series featuring Jimmy Scribner as the one-man cast, on 27 MBS midwestern and far western stations. Programs, heard in the interest of Swans Down Family Flour, is broadcast Mondays, Wednesdays, and Fridays at 4:30-4:45 p.m., and Tuesdays and Thursdays at the same time as a sustainer. Contract is for 39 weeks and was placed through Young & Rubicam, the agency in charge.

ARE YOU SELLING in the nation's 'buyingest' drug market?

THE RICH WEST
$15.42
per capita drug store sales
REST OF THE U.S.
$11.56
per capita drug store sales
Your audience on the Columbia Pacific Network is one of the greatest marketing places in the world!

Columbia-Pacific costs as little as 19¢ per town*

THE WEST is a land of free-spenders. And full pocketbooks. Millions of people spending millions daily. Buying more drugs per capita—by 33%!—than people in the rest of the U. S.

It's the nation's "buyingest" market—for DRUGS, or *any* other product. It is covered completely, yet *economically*, only by radio. For only radio merges all the West's thousands of widespread, prosperous communities into one easily-sold market. And you'll find Columbia-Pacific does it best!

ADVERTISERS PREFER COLUMBIA-PACIFIC

Columbia-Pacific carries more hours of business than any other Western network. Last year 46 advertisers of drug-store-sold products invested $1,594,000 on CBS in the West. Bigger, faster sales prove to them, as they will to you, that the Columbia Pacific Network is *the* way to sell one of the world's greatest marketing places.

★FOR AS LITTLE AS 19¢ PER TOWN

That's all it costs (for time *and* talent) to give your product "front window" display before 2,587,000 families in more than 3,000 Western cities and towns—with your own Hollywood-produced program over the Columbia Pacific Network . . . It's the best buy to sell the West.

COLUMBIA PACIFIC NETWORK

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM

COLUMBIA SQUARE, LOS ANGELES • PALACE HOTEL, SAN FRANCISCO

*REPRESENTED NATIONALLY BY RADIO SALES WITH OFFICES LOCATED IN NEW YORK, CHICAGO, DETROIT, AND CHARLOTT

Defense Is Cited In Hawaii Grant

FCC Recognizes the Military Angle in Approving Outlet

FOLLOWING its Feb. 18 announcement of a construction permit grant for a new station in Honolulu to Hawaiian Broadcasting System Ltd. [BROADCASTING, Feb. 24], the FCC last Tuesday in a memorandum decision cited national defense as a primary consideration in making the grant.

The new station will operate on 1310 kc. with 250 watts unlimited time, although on March 29 the station's frequency will shift to 1340 kc. under the reallocation pursuant to the Havana Treaty.

Military Angle

Noting that Hawaiian Broadcasting System already operates two stations in the Territory of Hawaii—KGMB, Honolulu, and KHBC, Hilo—the FCC stated in its memorandum decision:

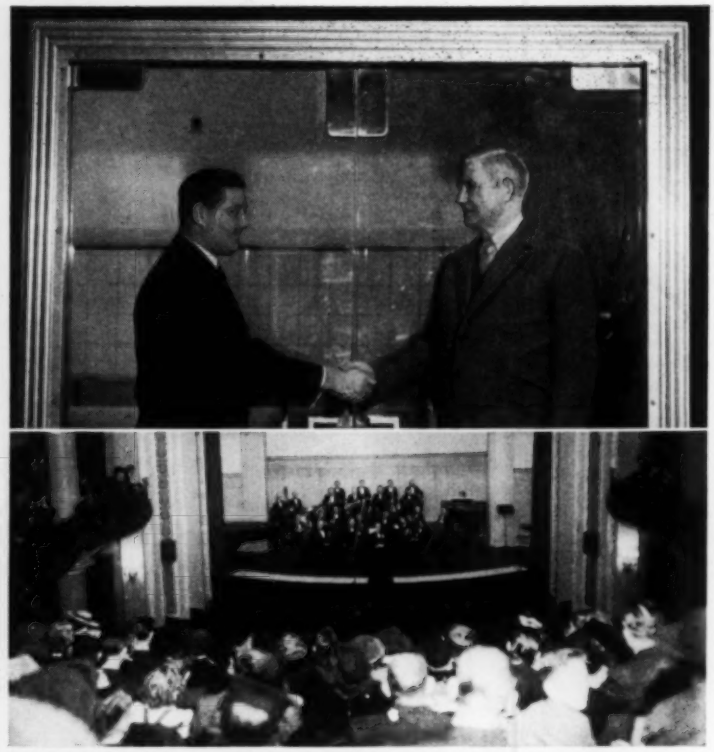
"The Commission has been greatly concerned with the problem of the concentration of control of radio facilities and it has been loath to grant applications which might tend to result in an excessive concentration in any locality in the hands of one group. In view, however, of the unique situation in the Territory of Hawaii and taking into account this country's large military establishment there and the present condition of world affairs when so many influences are competing for the allegiance of our foreign-born residents, it has been decided to grant the application.

"It is true that such foreign language programs as those proposed have been regularly presented by existing stations, but in view of the sizable population to be served, the relatively limited service now available, and the absence of a non-network station in Honolulu, it is concluded that this new facility should be authorized in order to provide an increased opportunity for a better overall service to all the diverse groups in this area."

In addition to KHBC and KGMB, two other broadcast stations presently operate in the Hawaiian Islands—KTOH, Lihue, and KGU, Honolulu. The application for the new station emphasized the need for local service in the Honolulu area, pointing out that large numbers of the population do not speak English and that the new station planned to emphasize Americanism and democratic principles, giving special attention to programs produced in cooperation with civic societies and the U of Hawaii, in the languages the non-English-speaking listeners would understand.

Martinson May Add

JOSEPH MARTINSON & Co., New York (coffee), is using 13 station break announcements weekly on WQXR, New York, and a quarter-hour news program weekly on WOR, New York. More stations may be added, according to Al Paul Lefton Co., New York, agency in charge.



CONGRATULATIONS passed freely in Memphis Feb. 8 when WMC dedicated its new studios in the Goodwyn Institute building. A special dedicatory program was broadcast, featuring local officials and personalities and visiting radio personages, and the station management played host at a luncheon for 300 guests. Above Henry W. Slavick (left), WMC general manager, is given the grasp of felicitation by S. E. Rangland, president of the Goodwyn Institute's board of commissioners, as they stand before the ornate glass doorway to the new studios. Below is a balcony view of the 1,034-seat auditorium studio used by WMC in its new quarters. It is claimed to be second in size only to NBC's Studio 8-H in Radio City among studios in radio stations in the United States.

RECORD FOR GLOVES

WHO Tournament Proves Best In Station's History

WHO, Des Moines, has just concluded its fourth annual Golden Gloves amateur boxing championship for Des Moines, setting new records all down the line. The local matches, which this year drew almost 20,000 fans for four nights of boxing in the Shrine Auditorium, are the only ones sponsored by a radio station in the nation-wide Golden Gloves competition.

Hundreds Participate

Applications for entry were received from 1,004 amateur boxers, with 266 contestants actually participating in the local elimination bouts. The auditorium's normal capacity of 4,500 was increased to 5,200 by installing extra seats on the stage. It is estimated 165 workers were required to arrange and conduct the matches. Newspapers all over the State and local groups cooperated with WHO in promoting the tournament.

The tournaments, sponsored by WHO, are directed by Bill Brown, WHO sports editor, and managed by WHO Radio Enterprises Inc. Profits from the tournament are plowed back into amateur athletics, the money being used to supply gymnasium equipment to settlement houses and other institutions aiding under-privileged youngsters.

Richard Hudnut to Start Coast Variety Program

RICHARD HUDNUT Inc., New York (Marvelous cosmetics), through Benton & Bowles, that city, on April 1 starts sponsoring the weekly half-hour *Hollywood Showcase*, on 8 CBS West Coast stations (KNX, KARM, KSFO, KROY, KOIN, KFPY, KIRO, KVI), Tuesday, 9:30-10 p.m. (PST). One in a series of Pacific Coast experimental programs started more than three months ago under supervision of Charles Vanda, CBS western program director, the sponsored show is to retain its original format.

Lud Gluskin's orchestra, with five performers chosen in weekly audition, will be featured. The two best acts, as judged by a jury panel selected from the studio audience, will be held over for repeat shows just as long as they remain in favor. In addition, one act is to be chosen weekly to appear at the Los Angeles Orpheum Theatre. Ken Niles continues as m. c. with Russ Johnston, CBS Pacific Coast network program director, as producer.

SAM TAYLOR, New York operator of Taylorgrams, recently organized radio film chatter service, is in Hollywood to establish West Coast offices. Organization services 24 station subscribers with three quarter-hour chatter scripts weekly, supplemented prior to broadcast time with telegrams on latest film developments.

APPLIANCE STORES CHOOSE AIRWAVES

GAS APPLIANCE SOCIETY of California, San Francisco, will conduct a concentrated campaign over 22 stations in Northern California March 7-15 to advertise new gas ranges. The copy will stress a 10% trade-in allowance on the turn-in of an old range. Approximately 500 spot announcements of 35, 50 and 100-word length, as well as 120 five-minute participations in home economics programs will be used. The tentative list is: KPO KGO KSFO KFRC KJBS KYA KWG KMJ KERN KTRB KLX KROW KQW KSRO KMYC KHSL KVCV KYOS KIEM KDON KROW KFBK.

In addition to radio the Society is using copy in 200 newspapers, movie slides, and dealer displays.

Previous to the new advertising campaign the Gas Society sent questionnaires to more than 600 gas range dealers, in which they were asked what type of advertising they preferred. They were given two days to reply and 114 replies were received. Of that number 87 expressed a preference for radio advertising. Most were emphatic that radio be used and many suggested more radio than in the past. Many of the retail dealers make tie-ins with the Society advertising on their local stations, thus reaping direct benefit. Agency is Jean Scott Frickelton Adv. Agency, San Francisco.

WINS, WCFL Boosts

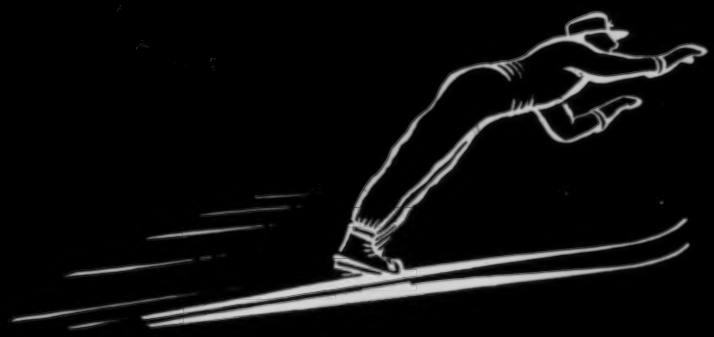
WINS, New York, Hearst-owned station, becomes a full-time 50,000-watt outlet on 1000 kc., and WCFL, Chicago Federation of Labor outlet, procures 10,000 watts on the same frequency, under actions of the FCC Feb. 25, made possible by the Havana Treaty allocations. WINS now operates on 1180 kc. as a limited time station, using 1,000 watts. WCFL operates on 930 kc., which, under the Havana Treaty, shifts to 1,000 kc. The third station on the frequency is KJR, Seattle, using 5,000 watts, but which is slated for 10,000-watt operation as a I-B outlet.

Harlingen Local

PRINCIPAL owner of the new local authorized in Harlingen, Tex., Feb. 11 by the FCC is McHenry Tichenor, retired newspaper publisher, who holds 224 out of 300 shares issued by the Harbenite Broadcasting Co. His wife holds 75 shares and Hugh T. Ramsey, 1 share. When originally filed, the application specified O. L. (Ted) Taylor, general manager of KGNC, Amarillo, as half-owner, but the corporate structure subsequently was changed with the withdrawal of Mr. Taylor from the enterprise. The construction permit is for 1240 kc. with 250 watts full-time.

FRANK LUTHER, network singer and actor, has been appointed head of a new record department of Decca Records, New York, to handle special children recordings, as well as sacred and American song discs. He will continue as tenor soloist on the R. J. Reynolds Tobacco Co. *Luncheon at the Waldorf* program on NBC and vocalist and m.c. of NBC's *Sweet Land of Liberty* series.

ANOTHER GREAT JUMP AHEAD!



...the successor to the famous 110A Amplifier ...now available

NEW Automatic Governor of Program Level

Western Electric's new 1126A Program Amplifier brings you an entirely new level controlling circuit with far faster operation. It gives you complete freedom from overmodulation as well as increased TRANSMISSION EFFICIENCY with better quality! By governing even instantaneous program bursts it is capable of eliminating:

1. Splash or short interval adjacent channel interference due to overmodulation of AM transmitter.
2. Overswing in FM transmission.
3. Instantaneous overload effects in other program transmission systems.

Where the 110A gives 3 db, the 1126A will give 5 db increase in average signal level for high quality transmission. The 1126A is mechanically and electrically interchangeable with the 110A.

For information about the many other new features that your operators will appreciate, and which will pay you listener dividends, write or call Graybar.

Front and back views of the 1126A. *Top Panel:* 126A Amplifier; *Middle Panel:* 298A Control Panel; *Bottom Panel:* 20A Rectifier.

Western Electric

Distributed by Graybar

DISTRIBUTORS: *In U.S.A.:* Graybar Electric Company, New York, N. Y. *In Canada and Newfoundland:* Northern Electric Company, Limited. *In other countries:* International Standard Electric Corporation.

Have You a 'CINDERELL

Do You Shudder - - -

When 'CINDERELLA' Brand is Mentioned?

SCENE: Conference table in YOUR office.

CHARACTERS: You and the other executives, including the Chief.

PRESIDENT: *All right, get out your figures. How'd we do the last quarter?*

SALES MGR.: *Not bad J. P., not bad. Sales increased 20% on top brand "A".*

PRESIDENT: *That's pretty good. What about brand "B"?*

SALES MGR.: *A 13% increase there. And that's good, considering the tough competition.*

PRESIDENT: *Hummmmmmmm. What's next?*

SALES MGR.: *Well, the rest of the line's just going along. Some up a little . . . some down.*

PRESIDENT: *WHAT'S DOWN?*

SALES MGR.: *Well, Brand "X" is still dragging along. Just doesn't seem to click. You know, that's always been a "Cinderella" brand around here.*

PRESIDENT: *Cinderella brand—baah! It's a good product. It can be sold. What we need are NEW IDEAS. If WE haven't got them — find somebody who has. But let's do something! We want results.*

CURTAIN

Did somebody say *Results?* That's OUR cue! We get results because we specialize in *Results*. That's what our clients expect—and get! And we're looking for just ONE more client — one client who needs *Results*. If YOU have a "Cinderella" Brand in the Dog House, perhaps YOU are the client we're looking for. Why not write or phone and we'll talk it over.

brand in the dog house?

We welcome difficult assignments. Now, don't get the wrong idea. We *don't* know all the answers! We're *not* the "wise guys" of the advertising world! But we believe—and we have proved—that if a product is salable, we can help sell it. Our use of radio and our ideas have produced results in some of the most highly competitive fields. We would welcome an opportunity to demonstrate "down-to-earth" selling that will produce results for your "Cinderella" brand.

RUSSEL M. SEEDS COMPANY, *Advertising*

Palmolive Building — **Chicago, Illinois**

As our Uncle Walter would say, from his Doghouse program, Tuesday evenings over the NBC Red Network—

"Gent'mens, since the turn of the century we've been working *with* and *for* national advertisers. We're the third oldest advertising agency in the Midwest . . . and two of our three founders are still with us. Since our re-organization in 1936 we've had—what some observers have been kind enough to call—'a phenomenal growth' in the newest medium—Radio. Four years ago we were 117th in national radio billing; In 1938—49th; In 1940, we moved up to 8th place. And for this gain we thank these sales-minded clients who have helped us build our present position in Radio."

ARMAND COMPANY
- Brisk Shave Cream
- Armand Cold Cream
- Armand Face Powder

BROWN & WILLIAMSON TOBACCO CORPORATION
- Sir Walter Raleigh Tobacco
- Raleigh Cigarettes
- Wings Cigarettes
- Avalon Cigarettes
- Bugler Cigarette Tobacco
- Big Ben Smoking Tobacco

GENERAL MILLS, INC.
- Bisquick

GROVE LABORATORIES
- Bromo Quinine Cold Tablets
- Pazo Ointment
- 4-Way Rub
- Dr. Porter's Antiseptic Oil

KEYSTONE STEEL & WIRE COMPANY
- Keystone Fence
- Red Top Posts

PINEX COMPANY
- Pinex Cough Syrup

SHEAFFER PEN COMPANY
- Fountain Pens, Writing Fluid, Mechanical Pencils, Desk Sets, Mucilage, Para-Lastik

BROADCASTING
and
Broadcast Advertising

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SOL TAISHOFF, Editor

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J. FRANK BEATTY, Managing Editor ● W. R. McANDREW, News Editor

NEW YORK OFFICE: 250 Park Ave., Telephone - PLaza 5-8355
BRUCE ROBERTSON, Associate Editor ● MAURY LONG, Advertising Manager
CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● EDWARD CODEL
HOLLYWOOD OFFICE: 1509 N. Vine Street, Telephone GLadstone 7353 ● DAVID H. GLICKMAN
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Radio's War Niche

AS THE national defense tempo quickens, broadcasters appear more disturbed about the niche they are destined occupy in the transformed national scene. It isn't the news that has been disquieting, but rather the lack of it.

From highest places the word has come that there is no disposition whatever to disturb the status quo of broadcasting. There has been rumor of censorship, both for the press and for radio, however. A rather severe drain on station personnel has occurred. But the particular function of broadcasting in the national defense planning hasn't yet been spelled out.

We feel that enough has jelled on the Washington front to sound a reassuring note. The Defense Communications Board and its expert committees, functioning under the President, are blueprinting the position of communications in any contingency. That means plans for actual wartime operation. The very nature of the board's work, however, is such that publicity is inadvisable, save in the most perfunctory manner, at this stage.

This much seems certain: Broadcasting is pegged as a national defense enterprise. As such, it will not be stripped of key personnel. And it will not be deprived of essential materials, such as transmitters, tower steel, and other physical needs.

Some weeks ago concern was evinced over a possible tower steel bottleneck. It wasn't necessary to invoke priorities. Ample steel, it appears, will be available for radio's requirements. The priorities invoked on aluminum a few days ago by the Office of Production Management, immediately threaten one phase of broadcasting because the metal is an essential material for acetate transcription blanks. Steps are being taken to forestall a stoppage, since transcriptions now are an indispensable phase of broadcast station operations. It seems a certainty that the requirements will be recognized.

The drain on broadcast station personnel is apparent. Each issue of this journal carries items about reservists or draftees called to active duty. Chief engineers of stations and station managers probably can be classified as key figures in a national defense enterprise and obtain deferment, particularly if they are reservists. As the pace increases, it may become necessary to procure a blanket ruling from the Government, lest normal operations be imperilled.

We see little reason for concern over programming operations. The industry can adapt itself to meet any likely requirements in the interest of the national welfare. A close check should be kept on personnel, however, to avoid deterioration of operation to the point where even a single station in an isolated area might have its service impaired.

. . . or Not to Give

THIS thing called merchandising, it seems, is a rather hot topic with people in the business of broadcasting. In the Feb. 17 issue we commented on this subject in an editorial titled "Don't Give It Away". We suggested that the NAB Convention in St. Louis, May 12-15, take definite action by providing both floor and ceiling for merchandising assistance, with the advertiser to pay the freight on extras.

Since then we have received reactions by telephone, telegraph, mail and pony express. Most of the comment strongly supports the editorial, though in a couple of instances it was suggested that we didn't know merchandising from third base.

In view of all the rumpus, we feel impelled to alter the convention suggestion. The Sales Managers Committee of the NAB already is planning to submit the whole subject to the convention and bring in a recommended plan placing limits on merchandising.

But to avoid any charge of railroading, why not have a seminar on merchandising? Why not schedule a roundtable on the first day of the convention, to be participated in by key men representing radio advertisers, advertising agencies, newspaper business managers and practical broadcasters?

Then on the final day, after the delegates have had ample opportunity to digest the arguments, throw the whole subject out on the convention floor and vote on an amendment to the commercial section of the code.

That's the democratic way. We like to think of radio as the leading democracy among advertising media.

Scoop or Panic?

AS A NEWS medium, radio is shouldering an ever-increasing responsibility. In these days of stress, anti-American propaganda "plants," ingeniously contrived, already have been uncovered by military intelligence officers. They are likely to become more prevalent as the national defense movement develops.

A recent case in point was what Army intelligence officers call the "Camp Dix incident." Mothers of draftees at Camp Dix were called by phone and advised that it was too bad about "the epidemic." The mother was told that her boy was ill and that 20 already had died. The Army quickly caught this effort to spread terror and prevented publication or use on the air simply by proving that it wasn't so.

The Army, familiar with Fifth Column activity abroad, has geared itself to meet such contingencies. But the real responsibility rests with the news disseminating media. The broadcaster must be even more vigilant than the newspaper editor. A newspaper may print an alarmist story and it reflects only on that publication. But with radio, it seems, the error of one small station tends to give the whole industry a black eye.

Dispatches received over press association wires generally can be considered reliable. But a rumor picked up locally or phoned in, having to do with military operations, never should be accepted at face value. The safe and simple course is to call the nearest Army post public relations officer for confirmation. He is under instruction to supply the factual information to accredited newspaper and radio men. It's far better to miss a scoop than provoke a panic.

The RADIO BOOK SHELF

THE under-cover men abroad who supply Wythe Williams with the material for his MBS broadcasts are also the source of information for his new book, *Riddle of the Reich*, written in collaboration with Dr. Albert Parry [to be published March 7 by Prentice-Hall Inc., New York. $2.75]. In this volume Mr. Williams discusses the position and feeling of the populations behind the German lines—of native Germans and of the peoples whose countries have been conquered by the Nazis—as well as the German nation's official military and political position in the world scene, as signposts marking the course of Germany and the world.

CONCLUDING that "the charges of the performers of copyrighted music against ASCAP, reduced to their essentials, are the sincere cry of every business man: He has to pay too much for raw material" and that the only pertinent question raised by this complaint is whether or not the performer is, in fact, being dealt with unreasonably, a legal-slanted discussion of the BMI-ASCAP situation, *Music, Radio Broadcasters and the Sherman Act*, has been reprinted in pamphlet form from the January *Georgetown U. Law Journal*. The article, written by Marcus Cohn, associate attorney in the FCC law department, reviews the general background of the music controversy and application of the Sherman Anti-Trust Act to the situation, supplemented by comprehensive footnotes on legal and editorial material.

VOLUME IX-b of *Market & Newspaper Statistics*, just released by the American Assn. of Advertising Agencies, covers 72 U. S. and Canadian cities of more than 100,000 population with latest figures on population, number of families, English reading persons, income tax returns, audited newspaper circulation, linage, retail rates, general rates, etc. It is available from the AAAA at $6.

We Pay Our Respects To —

EMIL ELI BRISACHER

MANY a prophet is without honor in his own town, but Emil Eli Brisacher, president of Brisacher, Davis & Staff, San Francisco agency, is a living contradiction of the aphorism. He was born and reared in the San Francisco Bay region where his friends are legion. It is there also that he achieved the success that has made him a dominant figure in the West Coast radio advertising field.

Emil was born Nov. 20, 1896, in Centerville, Cal., a small community on the outskirts of Oakland. And he was practically born in the advertising and merchandising business, his parents owning a general merchandise store in Centerville, and later in San Leandro. Thus he became interested in selling and merchandising at an early age. In high school he spent much of his spare time writing copy and thinking up merchandising ideas for the store. Emil didn't go to college; he was ambitious to take his advertising and merchandising ideas to larger fields and put them to use.

In early 1915 he joined Honig Advertising Service, since absorbed by Erwin, Wasey & Co., selling space for a special promotion magazine for the Panama-Pacific Fair and handling editorial work. The job completed, he was assigned to copy writing. After about a year he resigned to join George F. Eberhard Co. There he engaged in general agency work. By latter 1916, at the age of 20, he was vice-president, continuing with that agency until the United States entered the World War in 1917 when he joined the Navy. When peace was declared he rejoined George F. Eberhard Co.

Probably the most important step in his career came in October, 1919, when he resigned to establish his own agency under the firm name of Emil Brisacher. For a time he was his own stenographer, salesman, copywriter and layout man. It was tough going, but when new accounts were added, he hired a stenographer and general office girl. Eventually he added "And Staff" to the Emil Brisacher on his office door. His first employes were McKie Donnan and Ann McKay, still with the firm.

With steady growth, Emil Brisacher & Staff a decade ago moved to more spacious offices in the Crocker Bldg. Several years later, the rapidly growing firm established Los Angeles offices and Robert J. Davis was placed in charge as vice-president and manager. The organization name was changed to Brisacher, Davis & Staff, on Jan. 1, 1940, when Mr. Davis became a partner. Today the combined San Francisco and Los Angeles offices have a staff of 37 and Brisacher, Davis & Staff is recognized as the largest of all strictly West Coast-owned and operated agencies.

The firm specializes in merchandising, promotion and contest ideas, as well as the creative type of radio program. The first sponsored radio show of any consequence presented by a West Coast advertising agency was an idea of Emil Brisacher. It was the *Caswell Coffee Hour*, sponsored by Caswell Coffee Co., which started back in 1923. The program ran continuously for 15 years.

Many of the outstanding novelty programs and radio contest ideas on the air during the past 17 years were created by the Brisacher agency. Probably the most successful is the weekly *I Want a Divorce*, which has been on the air for three years and resumed Oct. 18 under sponsorship of Cooperative Broadcasters Assn. on more than 80 Mutual stations. Sometime ago Brisacher sold film rights to the title to Paramount for a huge sum. The motion picture, featuring Joan Blondell and Dick Powell, made an excellent tie-in for the radio show. Miss Blondell is also featured in the radio program. *Who Am I?*, a Brisacher audience game which broke all mail records for the NBC-Pacific Red network when sponsored by the California Conserving Co., was another successful series.

Brisacher was a pioneer in that type of radio. When Rough Rider Corduroy Co., Napa, Cal., wanted a program that was different, he created *Oh Teacher*, a quiz show in reverse, with children asking the teacher to answer queries.

If a local or regional advertiser is going to get to first base with a radio show, it must be with an *idea*, Mr. Brisacher believes. Big name talent, he declares, costs too much for the advertiser with a limited budget.

Emil Brisacher answers to two nicknames. Business associates call him Bri, a contraction of his surname. More intimate friends have dubbed him the Little Napoleon because he is 5 feet 4 in height and his high position on the coast. His manner however, is not dictatorial nor commandeering. On the contrary, he is soft spoken, quiet, and unassuming. He married Isabelle Cheim in San Francisco Jan. 11, 1925. They have two children, Robert and Elaine, 14 and 11, who were born in that city, where the Brisacher family make their home. Golf is his hobby. Favorite sports to watch are football and baseball, and he seldom misses a game when they are in season. Emil's an expert swimmer too, and can be found most any evening, after office hours, in the pool of the Concordia Club, of which he is a member. He admits he is a joiner, being a member of the San Francisco Advertising Club, Commonwealth Club and Lake Merced Golf & Country Club. In addition he is active in the American Legion and Aahmes Temple of the Mystic Shrine.

He is probably the most travelled advertising agency executive in the West, making six to nine trips yearly to New York. In addition he travels an average of thrice-monthly to Los Angeles for conferences with Mr. Davis. And he always goes by plane, for Emil Eli Brisacher is an advocate of air travel.

Personal NOTES

MARK ETHRIDGE, general manager of the *Louisville Times & Courier-Journal*, which operates WHAS, Louisville, was a participant on the *America's Town Meeting of the Air* broadcast of Feb. 20 over the NBC-Blue network.

FRED DODGE, assistant to Roger Clipp, general manager of WFIL, Philadelphia, has resigned to become head of the Philadelphia radio department of Ward Wheelock Advertising Agency.

EARL GAMMONS, general manager of WCCO, Minneapolis, has offered a reptile to the first person appearing at WCCO with evidence that he can provide a good home for a 10-inch alligator. A friend in Florida sent the little fellow to Gammons and he decided that he's allergic to alligators.

HAROLD P. DANFORTH, manager of WDBO, Orlando, Fla., has been called for active duty as a lieutenant in the Navy, and is now stationed in Jacksonville, where he has charge of the Aviation Radio School.

RUSSELL STRATTON, assistant to Nelson Poynter, editor of the *St. Petersburg Times* and owner of WTSP, has been appointed manager of WTSP, succeeding Ovelton Maxey, now with WDEF, Chattanooga.

WILBUR EICKELBERG, sales manager of Don Lee Broadcasting System, returns to his Hollywood headquarters in mid-March, after three weeks in New York and Chicago, where he is contacting agency executives and sponsors.

FRED SHIREY, former football star of the Green Bay Packers and Cleveland Rams, has joined the sales staff of WGAR, Cleveland.

EDWARD POWERS, previously with WTMA, Charleston, S. C., has been named commercial manager of WCOS, Columbia, S. C.

CLARENCE EVANS, salesman of WCBS, Springfield, Ill., has returned to his desk following a 10-day illness.

J. R. WEATHERSPOON, president of WPTF, Raleigh, N. C., is vacationing in Florida.

JOSEPH A. CHAMBERS, member of the Washington consulting engineering firm, McNary & Chambers, on Feb. 20 underwent an appendectomy.

TOM LARSON has joined the sales department of WDAY, Fargo, N. D. He is a licensed pilot.

FRANK EVERETT has been named manager of the new West Point studios of WCBI, Columbus, Miss. The studios will be used to originate an hour long, daily program from West Point. Dedication ceremonies took place Feb. 23.

MERRIL J. BUNNELL, sales manager of KLO, Ogden, Utah, is the father of a baby boy.

J. H. RYAN, vice-president and general manager of Fort Industry Co., and Frank McIntosh, of the technical staff, are on a tour of inspection of the company's stations, WSPD, WHIZ, WWVA, WMMN and WAGA.

MARVIN LANG, salesman of KTAR, Phoenix, is to marry Virginia Black, of Los Angeles, March 16.

ROBERTO STIGLICH, MBS representative in South America, is in New York for a several weeks visit conferring with network officials and completing a report on the South American radio scene.

JOHN J. KAROL, market research sales counsel of CBS, spoke at a luncheon of the Washington Advertising Club, Feb. 26.

James B. Threlkeld

JAMES B. THRELKELD Jr., 48, who with Tom Catton was one of the original owners of KFRC, San Francisco, now owned and operated by the Don Lee interests, died in San Francisco in late February following an operation. He was a partner of Dean Witter & Co., investment bankers. Thelkeld and Catton started KFRC and operated it for several years before selling to Paul Verdier, owner of The City of Paris, department store. Subsequently it was purchased by Don Lee. He is survived by his wife and two children.

W. C. Holliway

W. C. (Cap) HOLLIWAY, 71, veteran San Francisco newspaperman and father of Harrison Holliway, general manager of KFI-KECA, Los Angeles, died at his home in the latter city on Feb. 22, apparently from a heart attack. Mr. Holliway, former president of the San Francisco Press Club, spent 30 years on the *San Francisco Call-Bulletin* and other newspapers in that area. Well-known in Northern California radio, he was also founder and publisher of the *Oakdale* (Cal.) *Leader*.

BEHIND the MIKE

EZRA A. McINTOSH, former program director of WWNC, Asheville, N. C., and recently in radio in New York, has returned to WWNC in his previous capacity.

BLEVINS DAVIS, supervisor of NBC educational programs, is co-producer with Alexander Kirkland and William Deering, casting director of Metro-Goldwyn-Mayer, of the new Broadway comedy "Out of the Frying Pan."

EDGAR JACOBS, formerly production assistant of WTIC, Hartford, and WNEW, New York, has joined the staff of WABC, New York, as an assistant in the program department, succeeding Henry Untermeyer, who has joined the Army.

AL ORRICK, formerly news editor of KOA, Denver, has been transferred to the NBC staff in Hollywood. He is succeeded as KOA news editor by Don Martin, who will be assisted by Bill Ratigan.

WALTER GROSS, staff pianist with CBS since 1933 and featured soloist or accompanist with leading bands that have broadcast on the network, has been appointed CBS dance band conductor.

HARLEY LUCAS, local high school graduate, has joined the announcing staff of WSPD, Toledo.

CALEB PAINE, of the production department of WEEI, Boston, has been appointed program director of WCSH, Portland, Me.

MARVIN MUELLER formerly of KDRO, Sedalia, Mo. and Sherwood Durkin, formerly of KCKN, Kansas City, have joined the announcing staff of WSOY, Decatur, Ill.

HOWARD L. EMICH, formerly chief announcer of WMAN, Marinette, Wis., has been named program manager of the station. He succeeds Paul F. Skinner, who on March 10 joins KDTH, Dubuque, Ia., as program manager. Mrs. Skinner, known professionally as Sylva Johnson, is to be musical director of KDTH.

ROGER BAKER, baseball commentator of WLW-WSAI, Cincinnati, leaves March 10 to spend three weeks broadcasting from the training camp of the Cincinnati Reds at Tampa, Fla. Baker will make daily transcriptions from the training camp, broadcast the following day on his two sports programs, sponsored on WLW and WSAI by Axton-Fisher Tobacco Co., Louisville (20 Grand Cigarettes) and Hudepohl Brewing Co.

WILLIAM JOHNS, formerly of KTRH, Houston, has joined WCOS, Columbia, S. C., as production manager.

DOROTHY HOGAN, new to radio, has been added to the production staff of WSB, Atlanta.

LLOYD G. (Bucky) HARRIS, director of NBC, Chicago, is the father of his second child, Betsy Coe.

BARTON YARBOROUGH, of the NBC Chicago talent staff, is convalescing following an appendectomy.

WALTER WINDSOR, recently conductor of the *Your Neighbor* series on WMCA, New York, and formerly with WAAT, Jersey City, and WTOL, Toledo, on March 4 joins the announcing staff of WSGN, Birmingham.

VIC CLARK, assistant in the KOY, Phoenix, newsroom, has qualified for his pilot's license under the CAA.

Meet the LADIES

MADELINE ENSIGN

ONE OF radio's busy ladies is Madeline Ensign, program director of WOL, MBS key station in Washington. Handling the man-sized job of programming a metropolitan station, Madeline Ensign arranges and supervises endless feeds to the net. She has been named as MBS representative on Gen. Marshall's tour of Army camps.

Madeline Ensign broke into the broadcasting business via the newspaper route. Born and reared in New Rochelle, New York, she joined the *Washington Times-Herald* in 1928 as music critic and assistant drama editor. Later she was promoted to radio editor. Still later, she worked the society page and inaugurated the *Herald's* women's page in 1932.

In 1935, she joined WOL as program director.

Married to Francis M. Cronan, sports writer and turf expert, she has one daughter, Frances Madeline Cronan. She lives in suburban Washington at Bethesda, Md., and counts as her greatest diversion, holidays, when she can stay home and clean house, keeping one ear cocked to a radio in each room.

KATHERINE MacKILLOP, secretary in the sales department of WEEI, Boston, has been named assistant to David S. Garland, recently appointed sales promotion manager of the station.

CLARENCE SCHIMMEL of the CBS shortwave division, has been appointed staff associate of the CBS program service department. He will be contact man on the *Major Bowes Original Amateur Hour* sponsored by Chrysler Corp., Detroit.

RANALD MacDOUGALL, NBC scriptwriter, on Feb. 20 became the father of a baby girl.

DAVE SQUIRES, of the NBC Chicago Guest Relations staff, is taking a one-year leave of absence for military service. He is a member of the 122d Field Artillery.

ROBERT MONK, formerly of WLW, Cincinnati, has joined the announcing staff of WDZ, Tuscola, Ill., succeeding Larry Sanford, who has left for military training.

HAROLD CLARK, formerly of KORN, Fremont, Neb., has been appointed publicity director and continuity writer for KGFW, Kearney, Neb.

BOB BLUMFIELD, former continuity director of WOV, New York joins WPEN, Philadelphia, in a similar capacity.

ELLIOTT GOVE and Ed Jones, formerly announcers of WSYR, Syracuse, who recently volunteered for the Army and are stationed at Ft. Niagara N. Y., are making a series of 13 transcribed programs from the camp to be broadcast on WSYR. Program is titled *We're in the Army Now.*

LEE HARRIS has joined WFBM, Indianapolis, taking over the sports department.

FRED BEELBY, formerly of KPHO, Phoenix, has joined the announcing staff of WIRE, Indianapolis.

GEORGE STELLMAN, continuity editor of WBBM, Chicago, is the father of a son, born Feb. 19.

IRVING WAUGH, formerly of WDBJ, Roanoke, Va., now reads the *Esso Reporter* newscasts on WLAC, Nashville.

AL SPAN, CBS Hollywood sound effects director, in addition to his network duties, has been signed by Walter Lantz, film producer, to handle sound on all cartoon pictures to be released through Universal Pictures Co.

CHARLES VANDA, CBS western program director, has returned to his Hollywood headquarters after several weeks in New York where he conferred with W. B. Lewis, the network's vice-president in charge of program.

VICTOR BOESEN, formerly syndicate writer, has joined the CBS Hollywood news staff.

IRA BLUE, sports commentator, formerly of KPO-KGO, San Francisco, is now conducting a series on KQW, San Jose, Cal., entitled: "Human Side of Sports".

HOOPER WHITE, free lance announcer, has joined the announcing staff of WTMV, East St. Louis, Ill.

EDWIN KALBFLEISH, graduate of Washington U., St. Louis, has replaced James Woodress as assistant news editor of KWK, St. Louis. Woodress has joined the radio division of UP in New York.

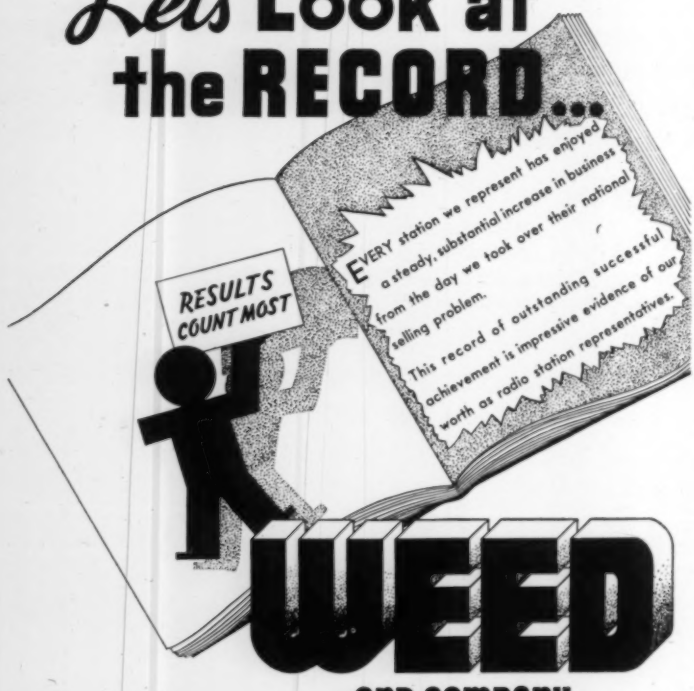
ROY MASON, formerly of KFBB, Great Falls, Mont., has joined KRKO, Everett, Wash., as program director and chief announcer.

LARRY GENTILE, producer and announcer of CKLW, Windsor, Ont., recently became the father of a baby boy.

MRS. W. R. MORTIMER, wife of Major W. R. Mortimer, Canadian Broadcasting Corp. supervisor of expenditures, Montreal, died in Montreal on Feb. 19.

BROOKS CONNALLY, program director of WIND, Gary, Ind., is confined to his home with partial palalysis of the face as a result of recent cold spell in Chicago area.

Let's Look at the RECORD...


RESULTS COUNT MOST
EVERY station we represent has enjoyed a steady, substantial increase in business from the day we took over their national selling problem.
This record of outstanding successful achievement is impressive evidence of our worth as radio station representatives.

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK · DETROIT · CHICAGO · SAN FRANCISCO

A MAN'S HOME IS HIS CASTLE—
917 NEW HOMES were built in Shreveport during 1940! That's $3,000,000 worth of CONFIDENCE invested in the *present* and *future* of the great Shreveport market!
50,000 Watts
A SHREVEPORT TIMES STATION
KWKH
Represented by The Branham Co.
CBS
Shreveport Louisiana

MAYBE you won't actually SEE signs like that when you come to our new Columbia Transcription studios—but if you're in the market for fine transcriptions that's the spirit you'll find.

You see, we started our Transcription Division with just one BIG IDEA—to give you the *quickest, most convenient* service you've ever known!

When you begin a job at our brand-new studios in New York, Chicago or Hollywood, interruptions are strictly **OUT!** All the equipment you need—and it's the most modern in the world—is reserved exclusively for your use until you've finished.

Why not try us on your next assignment? We believe you'll like the way this new streamlined Columbia service operates. And —whether your needs are for ultra-high quality electrical transcriptions, shellac pressings, or slide-film recordings—we've got a hunch the results you get will really make a hit!

Columbia TRANSCRIPTIONS

COLUMBIA RECORDING CORPORATION CD A SUBSIDIARY OF COLUMBIA BROADCASTING SYSTEM, INC.

TOM DYER has joined the promotion department of KSO-KRNT, Des Moines, succeeding Vern Cox, now on active Army duty at Fort Riley, Kans. Marian Schissel, KSO-KRNT director of women's affairs, has announced her engagement to Herbert Pike. Esther Sipling, head of the stations' continuity department, has returned to work following an appendectomy.

LESTER COX, formerly of KVAK, Atchison, Kans., has joined the announcing staff of KGFW, Kearney, Neb., replacing Lester Bashara, who left to join KDLR, Devil's Lake, N. D. Bashara recently became the father of a baby boy.

EDMUND LINEHAN, program director of KSO-KRNT, Des Moines, and Harriet Ristvedt, of the continuity department, have been signed to conduct a course in radio advertising and continuity at the Drake U. Radio School.

MARK GOODSON, announcer of KFRC, San Francisco, and Bluma Neveleff of Omaha, were married Feb. 16 at Beverly Hills.

LEO MANN has joined the announcing staff of WELI, New Haven, Conn. He succeeds Bob Lockwood, who has entered Army training in Jacksonville, Fla.

EL PROUGH of Flint, Mich., has joined the sports staff of WDWS, Champaign, Ill.

Merchandising & Promotion

Missouri Chance—Listen to George—Seed Swap—Q for I. Q.—Girl and Jam—Listings

FEATURING a tieup with 300 retail druggists in the St. Louis area, a new amateur program titled *The Opportunity Hour*, sponsored by McKesson & Robbins, is heard on KMOX Saturdays, 11-11:30 a. m. Eight contestants are selected at an audition held each Wednesday night in the KMOX playhouse. Listeners vote on the contestants on ballots obtained at their neighborhood drug stores.

To secure the ballots they must make at least a 10c purchase, and the votes are dependent on the amount of the purchase. A McKesson & Robbins product is worth twice as many votes as other products. A weekly prize of $10 is awarded to the druggist who sends in the most votes for the winner, while the amateur receiving the most votes is awarded $25 and is eligible for a grand prize at the end of the 13-week period. Druggists participating in the campaign are identified by colorful blue and yellow banners on their windows.

George Washington Stunt

WITH THE startling headline "George Washington Broadcasts Tomorrow over WNEW at 8 p.m.," the New York station ran a full-page advertisement Feb. 21 in the *New York Times* to promote its special dramatization of Washington's life with Orson Welles playing the title role. Radio editors the same day received copies via messenger of the newspaper enclosed in an envelope marked "The Unexpected—Which You've Come to Expect".

Because of the program's importance, WNEW also arranged for recordings of the broadcast to be made available to schools, colleges and for private use at a cost of $2.50. This announcement together with a bulletin about the broadcast was sent to 3,500 schools in Greater New York and New Jersey.

* * *

30,000 Dialogs

THE *WRVA Dialog*, monthly publication of WRVA, Richmond, Va., which high-lights that station's forthcoming programs and personalizes stars heard over WRVA, will be mailed to 30,000 listeners this month. The publication is mailed only to those WRVA listeners who specifically write in and request their names be added to the mailing list. The list is re-checked periodically to avoid any duplication to one family or any waste. An additional limited number is placed with radio-service and radio-retail stores (also on specific request) for general public distribution.

* * *

Seeds and Book

WNAX, Yankton, S. D., is promoting the "Modern Garden Book" offer of General Mills on the *Arnold Grimm's Daughter* program by a reciprocal merchandising plan with the House of Gurney, local seed and nursery firm. House of Gurney in all its advertising mentions the free garden book offered on the program, and the station mentions the company's seeds on its spot promotional announcements for the program.

* * *

Missouri Q

A BIG cardboard "Q" says that you don't need a high I. Q. to appreciate, etc. KFEQ, St. Joseph, Mo. March program schedule is on the reverse side.

JAM SESSION at WPID, Petersburg, Va., on Feb. 22 took the form of a Bond bread-eating contest, with the slices draped in cherry preserves. Fourteen youngsters matched gullets, with little Phyllis Thayer scoring a smash victory. Standing are J. E. Perkins (left), General Baking assistant sales manager, and Ben Miller, WPID program director. Phyllis gets a daily loaf of Bond for a month.

Program Listings

NAMES and times of programs on WOR, New York, are listed in 209 daily newspapers in the United States and Canada, according to a survey conducted by the WOR sales promotion department, under the direction of Joseph Creamer. Over half of these papers—53% or 111 papers—are located outside of WOR's guaranteed area, which includes parts of Connecticut, Delaware, New Jersey, New York, Pennsylvania and Rhode Island.

Five Florida dailies list WOR's shows, the survey revealed, while some of the other states reporting such listings were North and South Carolina, Kansas, Maine, Georgia as well as Canada.

* * *

Advertising Advertised

USE OF radio advertising is promoted in a four-weekly program on WJLS, Beckley, W. Va., under the title *The Air Waves Advertise*. The program consists of facts and figures about the WJLS market, cost of time and success stories. A free bicycle is given each week in the Esso Bike Race promotion stunt to the contestant with the most votes. At the end of six weeks a motorscooter or pony will be given.

WFBR--BALTIMORE:

PRODUCERS of shows that PRODUCE results

For example:

Quiz of Two Cities—sponsored by Gunther's Beer. Half hour; now in 3rd year. Originated by WFBR and now licensed in many other cities.

Carnival of Fun—sponsored by Gibbs & Co. Half hour.

Open House—sponsored by Hecht Bros. Dept. Store. Half hour.

Sunday Serenade—sponsored by Eccles Ice Cream. 15 minutes.

Right or Wrong—sponsored by The Mart (Women's Wear). 15 minutes.

Big Money Bee—sponsored by National Beer. Half hour.

Musical Treat—sponsored by Arundel Ice Cream. Half hour.

Studio Party—Participation Show. 45 minutes.

Club 1270—Participation Show. 40 minutes.

and other hit-shows

For results--call on WFBR's Program Department

WFBR

National Representative: Edward Petry & Co.

★ **ON THE NBC RED NETWORK** ★

$18,000,000

in new defense money being spent in TULSA!

One Bomber Plant to cost $10,000,000 will employ 15,000 to 20,000 men, permanently!

More spending money for an already grand market.

Tulsa's

KTUL

5000 WATTS—FULL TIME

Free & Peters, Representatives

WFBL

SYRACUSE

For the SECOND Consecutive Year!

Bond Clothes selects Central New York's most popular station AGAIN this year with a half-hour program on WFBL's Musical Clock broadcast daily from 7:30 to 8:00 A.M. Experienced advertisers KNOW they get RESULTS when they use WFBL. And Bond is only one of several advertisers using this early morning program to capture the rich Syracuse market at lowest per dollar cost.

A FEW CHOICE STRIPS AVAILABLE — Wire or write

WFBL

SYRACUSE, N. Y.

or Free & Peters, Inc.

National Representatives

Lobby Pix

DISPLAY CASE of satin-finish aluminum has been installed in the lobby of the KYW, Philadelphia, building to advertise sponsored products. The case is 11 feet long and five feet high and attached to the marble wall with cantilever supports. The cabinet itself is locked behind two 5½-feet sheets of quarter-inch plate glass. Daylight tubes supply indirect lighting. The display ties in advertised products with special KYW microphones, pictures of the program artists and special events. Displays are changed every ten days and are not limited to network accounts.

* * *

Columbia Firsts

CBS managed and operated stations are mailing locally to advertisers and agencies the recently issued CBS brochure "CBS sweeps all network 'firsts' in 1940". Letter sent with the brochure and signed by the station's general manager, states how easily the local audience can have "network" as well as "local" listening by keeping tuned to that particular station.

* * *

Featured in Food Ad

A FOUR-COLOR full-page ad promoting Dean's Milk appeared in all editions of the *Chicago Tribune* Feb. 21. The newspaper promotion ran a picture of Martha Crane and Helen Joyce of the WLS, Chicago, *Feature Foods* program, on which program Dean Milk Co. is currently running announcements.

* * *

News Bulletins

PHOTOGRAPHIC news bulletins have been placed at more than 50 vantage points throughout Springfield, Ill., by WCBS, that city. Bulletins, issued weekly, promote *Your Happy Birthday*, sponsored by Axton Fisher Tobacco Co. (Twenty Grand cigarettes), on NBC-Blue.

* * *

Sack of Mail

MINIATURE LETTER, mailed in a miniature U. S. mail sack, was sent out by WIP, Philadelphia, to mark its affiliation with the Mutual network on March 1. Message stated that "Our Pleasure Is Mutual."

BROCHURES

NBC—Four-page Red Network promotion, "The Ears They Didn't Count".

WREC, Memphis—Folder explaining that WREC is the oldest and newest station in its area.

KLZ, Denver—Bi-monthly folder citing outstanding events at the station during the Jan.-Feb. period.

CBS—Booklet, "The Passing of the One Night Stand", which explains the "turnover ratio of radio", or the relationship between the number of people hearing a program each week and the number hearing one or more weekly broadcasts of this program each month.

Two More Letters Laud Merchandising Editorial

EDITOR, BROADCASTING:

Re: Your editorial of 2/17/41 on merchandising.

You will be interested to know that one of the first jobs cut out for the new director of the Broadcast Advertising Dept. of NAB (when appointed) is a survey of station merchandising, to be followed by recommendations to the convention in St. Louis.

Your editorial is very timely and will materially assist us (Sales Managers Committee) in getting stations into line, I'm sure.

GENE CARR,
Feb. 24. WGAR, Cleveland.

* * *

EDITOR, BROADCASTING:

You deserve a bouquet or two for your editorial, "Don't Give It Away," and I'm hoping that the radio people will appreciate the commonsense advice that you are giving them.

Merchandising in all of its ramifications is one of the biggest headaches that newspapers and magazines have built up for themselves in the past few years. Most of the important advertisers and agents don't look upon it as an important factor in their sales and advertising activities but insist on getting their full share of it because it's something for nothing—the tin whistle in the crackerjack package.

Your straight-from-the-shoulder editorial deals with a matter that ought to make the boys sit up and take notice to avoid the building up of a Frankenstein that will cost them plenty once it gets underway.

More power to you!

A. C. G. HAMMESFAHR,
President, Metropolitan Sunday Newspapers, Inc.,
Feb. 24. New York.

SUCCESS FOR WAHL

WAPI Service Draws Praise

From Biow Official

THAT pens and pencils can and are being sold on the air is attested by W. A. Tibbals, of The Biow Co., New York, which handles the Wahl Co.'s *Take It or Leave It* quiz show on CBS for Eversharp pens and pencils. In a letter to Thad Holt, manager of WAPI, CBS outlet in Birmingham, Ala., Mr. Tibbals noted the "tremendous popularity" of the program in the Birmingham area, judged from the demand of 31,000 persons for tickets for the Feb. 9 broadcast, when the program originated in Birmingham.

With efficient local merchandising, the program has proved that pens and pencils can be sold on the air, Mr. Tibbals declared in his letter, adding: "I just want to say that if merchandising and cooperation by other stations was as fine as you have shown us in Birmingham, then Eversharp's job would be a cinch!"

WE'LL say the population runs in millions—3,008,959, to be exact. That's the total population in WMC's measured day-time coverage. But the wholesale sales of the Memphis market is over a billion dollars—$1,082,032,870.00.

Isn't this a pretty dish to set before an advertiser? Why not investigate further this billion dollar market you reach when you advertise over WMC, the pioneer radio station of the Mid-South?

5,000 Watts Day
5,000 Watts Night

WMC

NBC RED NETWORK

MEMPHIS, TENN.

THE Billion Dollar MARKET

★

Represented Nationally by THE BRANHAM CO.

★

Owned and Operated by

THE COMMERCIAL APPEAL

★

MEMBER OF SOUTH CENTRAL QUALITY NETWORK

WMC—MEMPHIS
WJDX—JACKSON, MISS.
KARK—LITTLE ROCK
KWKH-KTBS—SHREVEPORT
WSMB—NEW ORLEANS

WMBD THE HEART OF ILLINOIS

PEORIA • 5000-1000 Watts • CBS

FREE & PETERS, Inc., National Representatives

The best value in communications Receivers

MODEL SX-25. Embodies every worthwhile advancement. 12 tubes—2 stages of preselection—tunes from 540 kc. to 42 mc. in 4 bands—ANL—6 step variable selectivity to extreme CW crystal—10 inch heavy duty PM dynamic speaker—110 volt 50-60 cycle AC. (DC operation socket provided for battery or vibrapack.) Model SX-24 represents the best value in the communications field. 9 tubes—4 bands—frequency range from 540 kc. to 43.5 mc.—single-signal crystal filter standard equipment. DC operation socket—battery or vibrapack.

the hallicrafters co.
CHICAGO, U. S. A.
USED BY 33 GOVERNMENTS
SOLD IN 89 COUNTRIES

FM Regulations Amended by FCC

New Provision Is Adopted for Experimental Operation

NEW POLICY affecting experimental FM stations, under which a licensee of both an experimental FM and a commercial FM station may operate commercially with commercial call letters under specified conditions, was announced Feb. 26 by the FCC. The pronouncement of policy follows:

I. A person having (1) an experimental FM station and (2) a commercial FM construction permit may be authorized, upon appropriate request, to operate his existing station commercially on the frequency designated in the commercial construction permit with commercial call letters, provided the applicant demonstrates that he has made a bona fide effort to comply with the construction permit. Such showing must include photostatic copy of acknowledgment of order for transmitter and promised delivery date.

II. A person having (1) an experimental FM station *and* (2) an application pending for a commercial FM construction permit may be granted one or more extensions of his present special temporary experimental authorization, on condition that operations thereunder shall be experimental only, on the experimental frequency, and with experimental call letters.

III. A person having an experimental FM station but no commercial construction permit or application pending therefor may be granted one or more extensions of his present special temporary experimental authorization, so long as no commercial FM broadcast service is actually rendered in the area served by such experimental station. When such commercial FM service is placed in operation the special temporary experimental authorization will be discontinued.*

* No authorization for any class of high frequency broadcast station (whether AM or FM) which expired Jan. 1, 1941, by Order No. 69 and which has not heretofore been extended, may be reinstated.

Only One FM Petition

ACTIVITY on the commercial FM front at the FCC slackened considerably in the past week with receipt of a lone application for FM facilities from the King-Trendle Broadcasting Corp., Battle Creek, Mich., licensee of WOOD-WASH. The application, bringing the total number now pending before the FCC to 53, requested 45.5 mc. to cover an area of 4,340 square miles. At its Feb. 25 meeting the Commission designated for joint hearing the applications of the Federated Publication, Inc., asking FM stations in Grand Rapids, Mich., employing 46.1 mc. to cover 5,300 square miles; in Battle Creek, on the same frequency to cover 4,100 square miles, and in Lansing, also on the same frequency to cover 3,820 square miles.

BECAUSE of a drastic cut in the full-time personnel of the National Youth Administration, New York, the NYA Radio Workshop has abandoned three programs on WNYC, New York's Municipal station, the *NYA Varieties*, the *Talent Shop* show and the *Tale of a City*. Remaining are the Symphony broadcast on WNYC Sundays and the NYA Concert Orchestra on Wednesdays. Two new shows are in production, a dramatic show of youth in the making of America and a military band.

RADIO looks like this, to a 21-year-old student of the Cleveland School of Art, Lenore Fees. WGAR Manager John Patt sent Miss Fees on a tour of New York studios, after which she painted murals like this on the walls of the lobby.

Stenger Application

FCC APPROVAL is sought in an application by John H. Stenger Jr., licensee of WBAX, Wilkes-Barre, Pa., which has been cited in revocation proceedings, for voluntary assignment of his license to the Wilkes-Barre-Scranton Broadcasting Co. Inc. Principals of the assignee are John H. Stenger Jr. and wife, holding 20% of the stock; Glenn D. Gillett and Marcy Eager, Washington, D. C., consulting engineers, 20% each; Eleanor Buckolz, 13%; Charles B. Waller, 10%; Fred M. Kiefer, president of the corporation, 8½%; Joseph E. Elicker, treasurer, 8½%. Hal A. Seville is manager of WBAX and vice-president of the company.

MUSICIANS PRAISE ORCHESTRAS ON FM

FEATURING the Boston Symphony Orchestra, a 45-minute FM demonstration broadcast on W1XK, Westinghouse FM station serving Boston, drew hearty praise from an audience of musicians and educators including Dr. Serge Koussevitzky, conductor of the Boston Symphony. The demonstration was staged last Wednesday by W. C. Swartley, general manager of WBZ-WBZA, Boston - Springfield, in cooperation with the Boston Symphony Orchestra Board of Trustees.

The broadcast originated at Boston Symphony Hall, with Dr. Koussevitzky and other guests listening at WBZ studios. Several times during the broadcast the famous conductor remarked that the reception was "astonishing".

"Never before in a broadcast have I been able to pick out each instrument individually," he declared after the broadcast, "Every instrument sounds so clear — so beautiful—so natural. Each instrument keeps just the right color and timbre, particularly the clarinet, which always has been so bad on the air. It is now so clear and has the whole beauty of the instrument."

Dr. Koussevitzky also pointed out that FM broadcasting opens up a new field for engineers, a specialized field for "engineer-conductors" who themselves understand music. Mr. Swartley presided at the studios, as well as a luncheon in the studios following the demonstration. The affair was arranged by the Westinghouse broadcast division headquarters in Philadelphia. Bob White, of WBZ, announced the program.

TO PROMOTE good-will between the Americas, Rotary International, a group of 5,000 clubs with members in 76 countries, is cooperating with MBS in presenting a weekly series of half-hour programs, featuring originations from Mexico, Cuba and South America, all broadcasts to be short-waved by WRUL, Boston.

REL

FM's PIONEER MANUFACTURER

Do you want your F.M. transmitter to be delivered promptly? We've already delivered dozens of them on time.

Do you want your F.M. transmitter on the air a few hours after you get it, with a full powered reliable signal?

We've already done this a dozen times. There's a whole world of difference between designs on drawing boards, and finished operating equipment.

Do you want to go ahead with F.M.—Then buy REL and go to it.

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.

in the CONTROL ROOM

J. G. STRANG, NBC, New York construction engineer, is in Chicago where he is supervising the installation of new studio facilities in the NBC Central Division headquarters in the Merchandise Mart. Strang also was in charge of construction 10 years ago when the original NBC Chicago studios were built.

A. J. GINKEL, chief engineer of WJLS, Beckley, W. Va., has also been named chief engineer of the new WKWK, Wheeling.

CLIFFORD RASSMUSSEN, engineer of WEMP, Milwaukee, married Dorothy Dahm Feb. 14.

OLIVER COBURN, formerly of KDYL, Salt Lake City, has joined KRKO, Everett, Wash., as chief engineer. He is the father of a girl born in mid-January.

REX NICHOLS has joined the engineering staff of WGTC, Greenville, N. C.

IRV SMALL, of the engineering staff of WELI, New Haven, married Celia Corrick Feb. 23. Staff of the station tendered the couple a party Feb. 21.

STANLEY NEAL, of the engineering staff of KOA, Denver, is the father of a girl born recently. Gene Carpenter has joined the KOA engineering staff.

ALLAN DOYLE, formerly of the Gates American Corp., Quincy, Ill., and Henry Blocker of the Delco-Remy plant at Kokomo, Ind., have joined the engineering staff of WSOY, Decatur, Ill.

ALLEN B. DUMONT Laboratories Inc., Passaic, N. J., has appointed the H. E. Ransford Co., located in the Fulton Bldg., Pittsburgh, Pa., as sales representative in Western Pennsylvania and West Virginia.

EARL SLOAN, recently with the Illinois State Police and formerly with Bendix Radio Corp., has joined the engineering staff of Gates Radio & Supply Co.

CFOS, Owen Sound, Ont., has received permission to increase to 250 watts. New transmitter site and equipment are being installed.

New FCC Regulations Cover Assignments of International Stations

AMENDMENT of rules governing international broadcast stations, under which any frequency assigned to a particular station can be assigned to other stations when not in regular use and when no objectionable interference will be caused, was approved Feb. 25 by the FCC. The new paragraph, added to Rule 4.44 (c). follows:

"Any frequency assigned to an international broadcast station shall also be available, during hours when such frequency is not regularly used by such station or when no objectionable interference would be caused to the service rendered by any existing international broadcast station, for assignment to other international broadcast stations."

The FCC announced that WCRC, CBS international broadcast station at Brentwood, N. Y., had been granted modification of construction permit, adding 9650 kc. to its present frequencies and approving its new antenna. The time of operation specifies that the station share with WCAB, Philadelphia, on 6060 and 21520 kc., with WCAB and WCBX, also in Brentwood, on 9650, 11820 and 15270 kc.

WCBX, also licensed to CBS at Brentwood, was granted a modification of construction permit, approving its antenna system and specifying that it share on 9650, 11830 and 15270 kc. with WCAB and WCRC.

WTAG Increase

WTAG, Worcester, NBC outlet, on Feb. 25 was authorized by the FCC to increase its power from 1,000 watts night, 5,000 watts local sunset, to 5,000 watts fulltime, pursuant to Havana Treaty classifications. Operating on 580 kc., the station will install new radiators for a night-time directional array, with different directional patterns day and night.

WCBI, Columbus, Miss. has signed as a member of the new Keystone Transcription network.

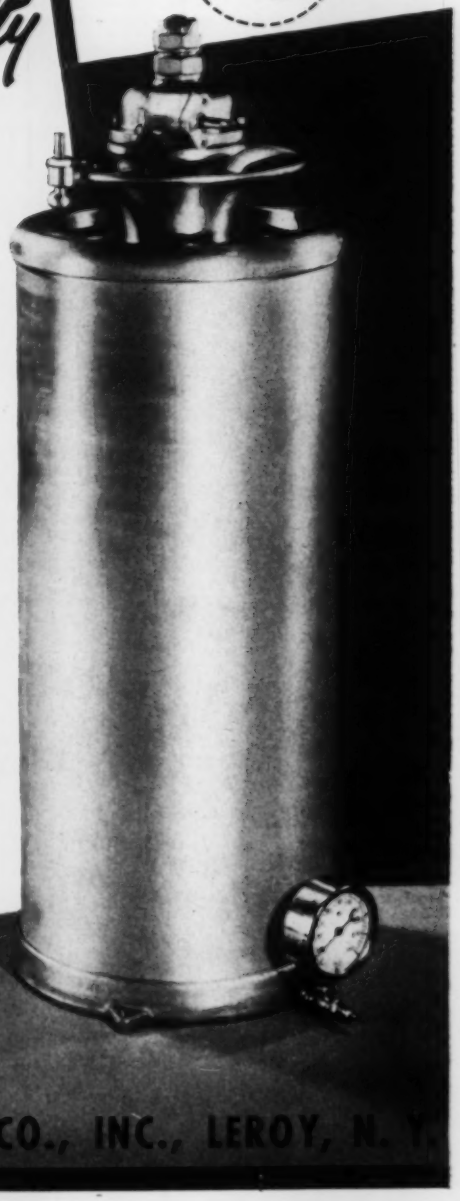
CRYSTALS by HIPOWER

The Hipower Crystal Company, one of America's oldest and largest manufacturers of precision crystal units, is able to offer the broadcaster and manufacturer attractive prices because of their large production and the exclusive Hipower grinding process. Whatever your crystal need may be, Hipower can supply it. Write today for full information.

HIPOWER CRYSTAL CO.

Sales Division—205 W. Wacker Drive, Chicago
Factory—2035 Charleston Street, Chicago, Ill.

IF YOU'RE TRYING TO TUNE A DIRECTIONAL ANTENNA ARRAY, YOU'LL BE GRATEFUL FOR THE LAPP CONDENSER'S *Stability*



For solving an interference problem with increased power, or for increasing signal strength over a desired area with no change in power, the modern directional antenna array offers a highly satisfactory solution.

The performance of the array depends, however, on a critically accurate and continuously maintained phase-relationship between various elements of the array.

You're likely to find yourself in water over your head if you try the delicate job of tuning an array with condensers that vary in capacitance as they heat up in operation.

The safe way to proceed is to install Lapp gas-filled condensers in your antenna circuit. For these units offer capacitance at a constant value under any temperature change. Tuning adjustments are made with full power on. Besides, more power gets to the antenna (it's practically zero loss; the only solid dielectric is a porcelain bowl that carries the rotor); with no solid dielectric to puncture, you can operate at full rating for an indefinite time without failure; space requirement is an absolute minimum.

And aren't those the properties that make this condenser the best choice for just about any application?

Write for descriptive literature and list of sizes.

LAPP INSULATOR CO., INC., LEROY, N. Y.

B-S-H Names Wylie

MAX WYLIE, for seven years CBS New York director of script and continuity, has been named director of Blackett-Sample-Hummert's broadcasting activities in Chicago. He takes up his new duties March 12, according to H. M. Dancer, B-S-H president. Mr. Wylie is author of *Radio Writing*, textbook, and is considered an authority in his field. He has lectured at the New York U Radio Workshop and elsewhere and is author of many radio scripts and adaptations. Recently he edited *The Best Broadcasts of 1939-40*, a compendium issued by McGraw-Hill Book Co.

Mr. Wylie

Benton Joins AMP

WILLIAM BENTON, former partner of Benton & Bowles, New York, and currently assistant to Robert Hutchins, president of Chicago U, has purchased an interest in Associated Music Publishers, New York, and as a director and member of the AMP executive committee will take an active part in the company's operations. AMP also announced that two of its members have been named vice-presidents, Ben Selvin in charge of program recording, and Ernest Voigt in charge of the music publishing division.

Agencies

ARMAND S. DEUTSCH, Hollywood manager of McKee & Albright, relinquishes that post March 7, when he is transferred to the New York office.

WILLIAM P. PEARRE, formerly Los Angeles manager of The Caples Co., has joined the Hollywood office of Ruthrauff & Ryan, as account executive. He succeeds James W. Staples who has been called to duty in Washington by the Naval Reserve.

JACK CREAMER, Hollywood aide of Nat Wolff, radio director of A. & S. Lyons Inc., talent agency, reports to Camp Ord, Cal., on March 4 for a year's military training.

NORMAN MORRELL Hollywood manager of Lord & Thomas has been appointed radio committee chairman of the University Religious Conference. He succeeds Tom McAvity agency vice-president in charge of radio who is now headquartered in New York.

DANNY DANKER, Hollywood vice-president of J. Walter Thompson Co., is currently in New York for conferences with home office executives.

GUY C. SMITH, executive vice-president of Brooke, Smith, French & Dorrance, Detroit, has been named chairman of the program committee for the Members' Day session of the 1941 convention of the American Assn. of Advertising Agencies, to be held at The Homestead, Hot Springs, Va., May 1-3. Mr. Smith is a AAAA vice-president.

MERRELL BOYCE, for the last four years with the C. E. Erickson Agency Des Moines, on Feb. 24 joined J. Stirling Getchell Inc., Chicago.

A "DESERT CANARY" is what they call this pint-sized quadruped presented to Burridge D. Cutler by the staff of KOY, Phoenix, when he observed his 71th birthday Feb. 5. In robust health, "The Chief" spends several months each in Arizona and loves to roam over the desert. The grapevine reports the WLS-KOY prexy named the burro Glenny-Fred after two colleagues.

BENNETT BATES, formerly with Lord & Thomas and Lennen & Mitchell, New York, has joined Erwin, Wasey & Co., New York, as vice-president in charge of copy, succeeding the late O. B. Winters.

PECK ADV. AGENCY, New York, has moved to new offices at 400 Madison Ave. Telephone number is Plaza 3-0900.

ALLEN KANDER & Co., radio and newspaper broker firm, on Feb. 24 moved its New York offices from 150 Broadway to 350 Madison Ave.

RICHARD PROSKAUER, of the press division of the RCA Mfg. Co., Camden, resigned to join Sheldon-Coons, New York, advertising counselors. Margaret Hartigan, secretary to Charles O'Connell, RCA-Victor Red Seal musical director, fills the vacancy.

W. B. HENRI, president of Henri, Hurst & McDonald, Chicago, was in Los Angeles during late February on agency business.

MARGARET CARSON, for the last 15 years with Stack-Goble Adv. Agency, Chicago, on Feb. 24 joined the radio copy department of Lord & Thomas, same city.

T. JACK HENRY, formerly radio director of N. W. Ayer & Son of Canada Ltd., Toronto, has joined the Toronto office of MacLaren Adv. Co. Ltd.

BREWERS SPONSOR CO-OP DISC SERIES

EMIL BRISACHER, president of Brisacher, Davis & Staff, San Francisco, whose organization created *I Want a Divorce* and other programs for national sponsorship, soon will start a series titled *Barrel of Fun* to be cooperatively sponsored by brewers througnout the United States.

The programs are being transcribed and already have been signed for 26 weeks sponsorship with options for continuance over 27 States. Acme Brewing Co., Los Angeles will sponsor on the Coast. The other signed sponsors are Falstaff, Schmidt, R & H and Fehr.

The transcribed programs are half-hour variety shows, featuring such stars as Charles Ruggles, Benny Rubin, Lurene Tuttle, Betty Jane Rhodes, Verna Felton, The Guardsmen and Dave Rose's Orchestra.

The program is being produced by Van Fleming, who also co-produces *I Want a Divorce*. The transcriptions are being cut by Radio Recorders Inc., Hollywood, which has built a special theatre, seating 200. Sale of the transcriptions is being handled by C. D. Morris & Associates.

Mr. Brisacher stated that additional pending sales indicate that the *Barrel of Fun* transcriptions will be broadcast on a nationwide basis.

AGENCY Appointments

A. W. GARTNERS, Chicago (Nail-Aid), to Brandt Adv. Co., Chicago.

HERSHEY MFG. Co., Chicago (Vitabrush scalp brush), to Kirkgasser-Drew, Chicago. Radio may be used.

SQUIRE DINGEE Co., Chicago ("Ma Brown" pickles & preserves), to L. W. Ramsey Co., Chicago. L. H. Copeland is account executive. Radio has been used in the past.

KONGA GARRBO Corp., New York, to Brenallen Co., New York, for the promotion of Konga, new soft drink. A quarter-hour transcribed series, *Happiness Alley*, will be tested on stations in the New York area, as not yet selected.

DIAMOND SPARKLE Co., Chicago (jewelry polish and cleaner), to Frank R. Steel Assoc., Chicago. Radio to be used.

CREST OIL Co., Cincinnati, to Roy S. Durstine Inc., Cincinnati.

E. I. DU PONT de NEMOURS & Co., Wilmington, Del., has named BBDO, New York to service its Grasselli Chemicals department. Robert P. Uhl will serve as account executive.

now..

•FULL TIME operation . .

•C.B.S. network . . . . .

•1,000 watts . . . . . .

•900 kilocycles . . . .

National Representatives Howard H. Wilson Co.

Serving a prosperous area in Illinois, Iowa and Missouri not adequately covered by any one or more stations

WTAD

QUINCY, ILLINOIS

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!

50,000 WATTS
DAY AND NIGHT
COLUMBIA AND MUTUAL NETWORKS
PAUL H. RAYMER CO. NATIONAL REPRESENTATIVE

DUNVILLE, SMITH PROMOTED BY WLW

PROMOTION of Robert E. Dunville, sales manager of WLW, to general sales manager of all associated enterprises in the Broadcasting Division of the Crosley Corp., effective March 15, has been announced by James D. Shouse, vice-president of Crosley in charge of broadcasting.

Mr. Dunville

Mr. Smith

Mr. Shouse also announced appointment of Harry Mason Smith, manager of the New York office of WLW with Transamerican Broadcasting & Television Corp., to succeed Mr. Dunville as sales manager, headquartering in Cincinnati. Warren Jennings, a member of the New York sales organization of WLW for the last three years, succeeds Mr. Smith as New York manager.

Under the new operating organization, Mr. Dunville becomes sales head of WLW, international shortwave station WLWO, WSAI, and the new Street Car Card Division of the Crosley company, operating in several Midwestern States. Department heads who will report direct to Mr. Dunville are J. E. Rudolph, sales service manager; William Oldham, research director; Beulah Strawway, merchandising director, and Chick Allison, sales promotion director.

In announcing the new arrangement, Mr. Shouse said the realignment should result in a clean-cut operating setup that will make possible greater efficiency.

Invitation to WPTF

WPTF, Raleigh, N. C., recently received an invitation from the Durham Chamber of Commerce to construct supplementary studios in Durham when the station increased its power to 50 kw. Action on the invitation has been postponed until WPTF moves into its new studios in the Durham Life Insurance Bldg., now under construction in Raleigh.

Walko on 26

WALKER REMEDY Co., Waterloo, Ia. (Walko poultry remedy), is starting six-weekly one-minute transcribed announcements on 24 stations. Starting dates vary from March 3 to April 7. Contracts are for 26 times. Stations being used include KDKA, KEX, KGB, KGO, KJR, KMOX, KOA, KWKH, KWTO, WMT, WOW, WRVA, WBT, WCCO, WCKY, WFAA, WGY, WHO, WHAS, WIBW, WKY, WLS, WSB, WSM. Agency is Weston-Barnett, Waterloo.

Timely

IT COULDN'T have been better if planned that way. For when the Chicago Board of Education's program, *Pieces of Eight*, was broadcast Feb. 26 by WJJD, the largest downtown fire in ten years broke out opposite the Board of Education studios. Subject of the broadcast, chosen weeks ago, was "Fire Fighting."

Couche Heads Group

C. E. COUCHE, promotion and advertising manager of KOIN-KALE, Portland, Ore., has been elected chairman of the sales managers division of NAB District 17. Mr. Couche entered radio in 1932, when he became promotion manager of KOIN after 17 years of agency and theatrical advertising work. In 1935 he also became head of the station's sales department.

WKBB, Dubuque, Ia., recently celebrated the 1400th consecutive broadcast of its *Man On the Street* program, conducted by Gleason Kistler.

More Ears Per Dollar

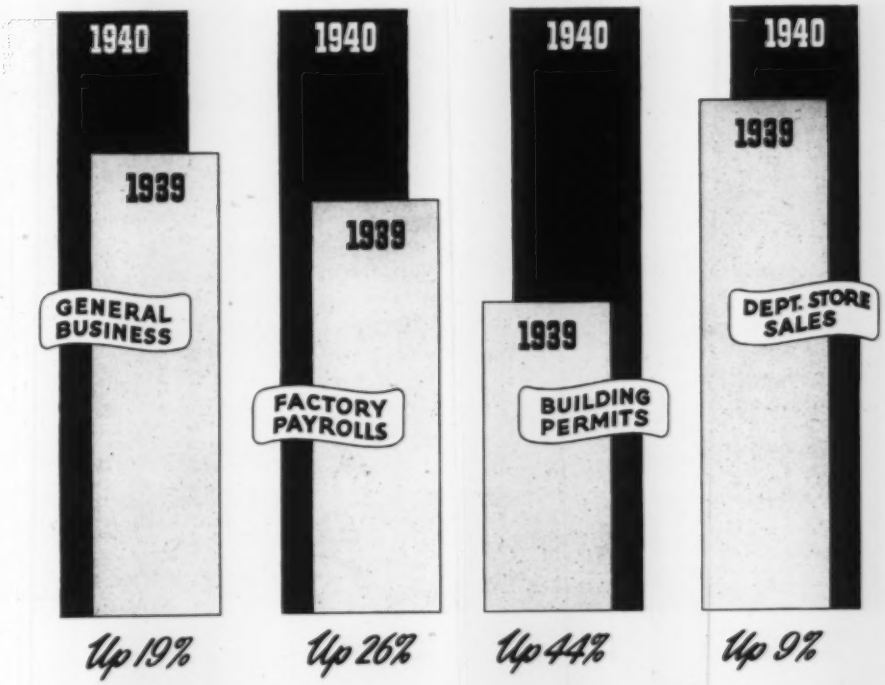
Only ears count in radio. The owners of the thousands of WAIR ears gladly "shell out" for products advertised on—

WAIR

Winston-Salem, North Carolina

National Representatives
International Radio Sales

The Pittsburgh Story



KDKA
PITTSBURGH
50,000 WATTS

Business gains ranging from 9 to 44%—1940 over 1939... are shown above... reflecting increased sales in all commodities... from Apples to Zithers! Advertisers should enter... or expand in... the Pittsburgh Market NOW... by scheduling KDKA, The Master Voice in The Master Market.

WESTINGHOUSE RADIO STATIONS
KDKA KYW WBZ WBZA WOWO WGL WBOS
REPRESENTED NATIONALLY BY NBC SPOT SALES

Trimount Clothes Opens Extensive Spot Series

TRIMOUNT CLOTHING Co., Boston (Clipper Craft Clothes), promoting its spring line, has started an extensive campaign on 46 stations. Company is sponsoring a thrice-weekly quarter-hour program on WEAF, New York, featuring Jack Arthur, novelty vocalist; a 10-minute musical clock program five times weekly on WBZ, Boston; a quarter-hour weekly newscast on WLW, Cincinnati; a quarter-hour weekly newscast and a five minute musical clock program thrice weekly on WGN, Chicago; and a quarter-hour transcribed program on WJR, Detroit.

One-minute transcribed programs, with Jack Arthur as the character, "Clipper Tim", telling sea yarns in song, were produced by Emil Mogul Co., New York, the agency in charge, and placed on the following stations three to five times weekly:

WCSH WGAN WTIC WGY WSYR WBEN WCAU KDKA WBAL WRVA WPTF WCSC WSAV WJHP WSB WSGN WWL KXOK WFBM WXYZ KSTP WMT KRNT WNAX KOIL WDAF KVOO KGKO KPRC KROD KVOA KTAR KOA KGHL KGVO KHQ KJR KEX KPO KFI WGAR.

Kane Drops Plough Suit

SUIT seeking $25,000 damages, injunction and accounting of profits brought by Albert E. Kane against Plough Inc., Memphis, was discontinued in New York Federal Court Feb. 19. Kane, author and conductor of the former *Famous Firsts* programs on WOR, New York, claimed infringement on his series of programs by Plough in its current spot announcement campaign [BROADCASTING, Feb. 10].

THEY let the parents in on the *Quiz Kids* fun at WLS, Chicago, on Feb. 21. In a promotion program conducted with the *Chicago Herald American*, a *Quiz Kids Parents* show was staged to boost a syndicated feature, "Beat the Quiz Kids." The m.c. was Jack Lucal (seated at mike), Quiz Kid regular, with Joe Kelly, program m.c., at right. Standing are Harold Safford, WLS program director; Walter Wade, president of Wade Adv. Agency, handling the Alka-Seltzer account, and Al Boyd, WLS production manager.

Derby Food Spots

DERBY FOODS Inc., Chicago (Peter Pan Peanut Butter), during week of Feb. 17 used four one-minute participation announcements in the *June Baker Home Management* program on WGN, Chicago. In addition firm ran a varying schedule of spot announcements on approximately 22 stations during weeks of Feb. 17 and 24. Stack-Goble Adv. Agency, Chicago, placed the business.

Happy Bakers

FALTERING bread sales in Mankato, Minn., brought nine local bakeries to KYSM for aid. Despite an increase in the population of the city, figures revealed that 72% of the bread sold in the area was baked outside of Mankato. KYSM, to meet the falling sales, evolved the *Baker's Kiddie Quiz*, an audience participation program with cash prizes for children, held each Saturday morning in a local theatre. As an added inducement a free movie was shown after the broadcast. Price of admission was merely three wrappers from any Mankato-baked loaf of bread. Over a period of three weeks, the audiences had increased to 1,358 children, representing over 4,000 wrappers, and it has been necessary to acquire the facilities of a second theatre. Bread sales are up and the bakers are again happy.

Kate Smith Shift

GENERAL FOODS Corp., New York (Grape Nuts), will shift the *Kate Smith Hour*, heard on CBS, Fridays at 8-8:55 p.m., from New York to Hollywood for four programs starting March 28, instead of March 21 as originally scheduled. On April 1 Kate Smith will be a guest on the *Bob Hope* program, sponsored on NBC-Red by the Pepsodent Co., Chicago; and on April 4 Bob Hope will appear on the *Kate Smith Hour*.

Grant in Midwest Clarified by FCC

Conflict of Missouri, Iowa Stations Is Cleared Up

CLEARING up a situation of conflicting applications for local stations in Iowa and Missouri, the FCC last Tuesday amplified a Feb. 4 order authorizing construction permits for new 250-watt unlimited time outlets in Hannibal, Mo., Clinton, Ia., and Burlington, Ia. [BROADCASTING, Feb. 10].

Courier-Post Publishing Co., Hannibal, and Clinton Broadcasting Corp., Clinton, were authorized to construct 250-watt stations on 1310 kc., and Burlington Broadcasting Co., Burlington, a 250-watt outlet on 1490 kc., not to start operating before March 29. The Hannibal and Clinton stations' frequencies would become 1340 kc. March 29 under the Havana Treaty reallocation.

Effect of Treaty

Noting that all three applicants had requested facilities on 1310 kc., and that simultaneous operation of the three proposed stations would cause severe electrical interference, the FCC acted under Section 1.381 of its rules of practice and procedure in granting facilities other than those requested in the Burlington application.

The FCC stated in its order, effective March 5, that after exploring the possibility of assigning facilities other than the requested 1310 kc., it was determined that after the Havana Treaty reallocation March 29, a local station could be operated in Burlington on 1490 kc. without interfering with the other newly authorized stations. The Burlington order was made contingent upon the filing of an application for modification of construction permit according to the 1490 kc. authorization.

The FCC also disposed of exceptions previously entered by WCAZ, Carthage, Ill., to an examiner's report recommending grant of the Burlington application by citing the Supreme Court decision of March 25, 1940, in the Sanders case, holding that the probability of economic injury to an existing station does not in itself constitute a proper ground for denial of an application.

Hearst Tests

HEARST MAGAZINES, New York, promoting circulation of *Cosmopolitan Magazine*, are testing 14 one-minute spot announcements on WMBD, Peoria; KWKH, Shreveport; and WGAL, Lancaster. J. Walter Thompson Co., New York, is agency.

Presto Offers a New 50 Watt Recording Amplifier . . .

. . . and the first *accurately calibrated* recording channel for making direct playback transcriptions. The new Presto 88-A amplifier, combined with the Presto 1-C cutting head, makes recordings identical in response to the finest commercial pressings. These recordings give you full range reproduction when played back on the N. B. C. Orthacoustic or standard lateral settings of your reproducing equipment. A switch on the amplifier selects either of the two recording characteristics.

You'll hear a new quality in your recordings when you use this Presto equipment . . . a fuller, more natural bass . . . crisper, cleaner highs. Pre-emphasized high frequency response reduces surface noise well below audibility. Output of the 88-A is 50 watts with 1½% distortion. Gain is 85 db. Noise level is 45 db below zero (.006 W). Use the 88-A in place of your present amplifier. You'll notice a tremendous improvement in your recordings. Your present Presto 1-B or 1-C cutter can be calibrated with an 88-A amplifier at a nominal charge. Catalog sheet on request.

Canadian Distributor: Walter P. Downs, 2313 St. Catherine St. W., Montreal, P. Q.

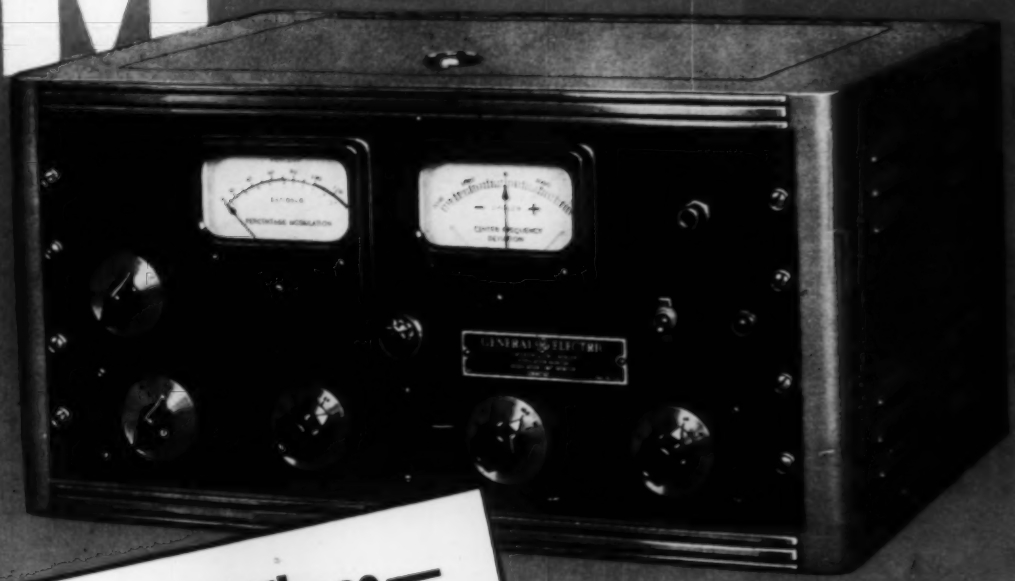
Chicago Rep. L. W. Beier — Sound Sales Corp.
600 S. Michigan Ave. Phone Harrison 4240

PRESTO RECORDING CORPORATION
242 West 55th Street, New York, N. Y.
World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

APPROVED CRYSTALS for the new frequencies
$25.00 each
HOLLISTER CRYSTAL COMPANY (H) WICHITA, KANSAS
Wire or phone c/o Hotel Lassen

The Monitor FM HAS WAITED FOR!

Again G.E. LEADS THE WAY



Here's everything you need in an FM broadcast monitor. It's completely self-contained, with built-in voltage-regulated power supply and hermetically sealed precision crystal units. It stole the show at the IRE Convention in New York.

One Unit Provides All These—

1. Direct reading of center-frequency deviation (with or without modulation)
2. Direct reading of modulation percentage
3. Instant calibration against a precision crystal standard
4. Adjustable modulation-limit flasher
5. High fidelity output for audio monitor

ORDER NOW

. . . through the nearest G-E office or direct from General Electric, Radio and Television Department, Schenectady, N. Y.

GENERAL ELECTRIC

WBBM
50,000 WATTS
CHICAGO
CBS
Strongest selling force in America's second market
Ask any Radio Sales office for more information about WBBM, one of the sixteen CBS 50,000 watt stations.

Library Prepares New Disc Series

Federal Programs Created by New Rockefeller Project

WITH completion of an elaborate recording studio in the Library of Congress, Archibald MacLeish, Librarian of Congress, on Feb. 21 announced three new series of transcribed educational programs. The programs are the first of several groups of radio features being prepared at the Library by the Radio Research Project, established in January under Rockefeller Foundation grant and headed by Philip Cohen, formerly radio production director of the U. S. Office of Education.

The first of the series, *Books & the News*, is now available free to radio stations and educational groups requesting the recordings for broadcast. According to Librarian MacLeish, each program is complete in itself and discusses and interprets selected book and magazine material against a background of current events. In addition to the program, the Library will furnish a reading list to listeners requesting bibliographical material after hearing the broadcasts. Programs on six different topics now are available.

Folk-Lore Series

Another series, expected to be ready for distribution about March 15, covers American folk lore and folk songs. The 13-part series incorporates on-the-spot recordings of actual folk music which John A. Lomax, professor of folk lore at Texas U, has collected for 30 years. Mr. Lomax, honorary curator of the Archive of American Folk Songs in the Library of Congress, narrates the series. Although no distribution basis has been announced, the series may be made available under a rental plan or sold at cost.

A third series of semi-documentary programs now in preparation are designed to reveal the nature of the idea of American unity as it is exemplified in the history of different regions of the country. In addition to the program, the Radio Research Project provides informational research and a limited radio advisory service to non-commercial stations. The project was originated to investigate possible uses of radio as a medium to make available to the public parts of the record of American culture maintained in the Library of Congress.

Union Restraint Sought

IN AN EFFORT to prevent letters being circulated to advertisers and agencies servicing accounts advising them of alleged unfair labor practices, KGFJ, Los Angeles, has filed a temporary restraining injunction in Superior Court, that city, against Los Angeles Chapter of AFRA, Local 40, IBEW and the Central Labor Council. Representatives of the unions are to appear in court March 3 when hearing is to be held. Unions recently filed charges of unfair labor practices against KGFJ and KMTR, Hollywood, with the National Labor Relations Board and Wage & Hour Division, Department of Labor [BROADCASTING, Feb. 10].

NEW RADIO PRIMER
Basic Radio Facts Explained In FCC Pamphlet

SECOND in a projected series of three educational pamphlets designed to explain radio operations and regulation for the layman, *Radio—A Public Primer* has been published by the FCC. The new publication, like the original pamphlet of the series, *An ABC of the FCC*, was compiled and written by George O. Gillingham, FCC director of information. The third, to be published later, is to cover the telegraph and telephone fields.

Designed to answer many of the questions reaching the FCC from the general public, particularly in regard to technical terms or the functions of the various types of radio service, single copies of the new booklets are available upon request from the FCC. The *Primer* combines a discussion of radio services with application of the Communications Act of 1934 to such questions as election broadcasts and censorship.

The 24-page booklet includes discussions of the history of the radio spectrum; types of radio emissions; radio frequencies and their allocation; distribution of broadcast facilities; applying for broadcast facilities; television; facsimile; educational broadcasts; Government radio; marine radio; aviation radio; police radio; forestry radio stations; special emergency radio; private radio service not in public interest; amateurs; radio interference; call letters; distress signals.

WKMO, Kokomo, Ind., Takes the Air March 29

WITH the March 29 reallocations, the new WEMO, Kokomo, Ind., will begin operation with 250 watts full-time on 1400 kc. Station was granted last Nov. 20 to the Kokomo Broadcasting Corp., of which Dr. Charles K. Boyajian, a Detroit physician, is president and a minority stockholder; his son, Charles Boyajian Jr., formerly with WJBK, is vice-president with approximately 15% of the stock; A. David Potter, of Detroit, with an 8% interest is treasurer; and Hugh O. Wier, of Inkster, Mich., with 6% is secretary. The balance of the stock is divided among 14 other stockholders, each holding less than 10%.

Dr. Boyajian will act in the capacity of commercial manager, while his son is to be merchandising and promotion manager. Les Ryder, recently manager of the new WKPA, New Kensington, Pa., has joined WKMO as general manager. Budd Hibbs will be program director and Wilbur Nungesser, formerly with WGAC, Gainesville, Ga., has been made chief engineer. Further personnel will be disclosed later. Studios will occupy 11 rooms in the College Bldg., in Kokomo, and the transmitter is located at Morgan and Ohio Sts., Howard County. RCA equipment has been installed throughout and a Wincharger radiator has been erected.

GUIDE Magazines, New York, has named Carl A. Schroeder as supervising editor of *Movie-Radio Guide* and *Screen Guide*. Martin Lewis is now executive editor of *Movie-Radio Guide*; Gordon Swarthout is managing editor.

Here's a Kettle of Soup to Get In!

Housewives in the KFH Area buy approximately 9,000,000 cans of soup annually and that's what we call "a pretty kettle of soup". In addition to keeping themselves well "souped up", they buy coffee, chewing gum, shoes, soaps and other items too numerous to mention, in the same proportion. Yes, "The Little Woman" out Wichita way has $248 per year more cash than the average American housewife.

So when you're "stewing" around with your '41 appropriations, "soup up" your results by including KFH—the Wichita Station with the Programs.

Glenn D. Gillett Field Strength Survey — 1939 Map Shows Coverage to the .1 MV/M Line

That Selling Station For Kansas

KFH
WICHITA
The Only Full Time CBS Outlet for Kansas

CBS • 5000 DAY • 5 KW NIGHT READY SOON—CALL ANY EDWARD PETRY OFFICE

HEDLUND'S DECADE

WTIC Talent Developer Has Notable Record

ACTOR-BUILDER is the name they give Guy Hedlund, who last week observed his 10th anniversary as director of the WTIC (Hartford) Playhouse.

For Hedlund has been quietly turning out radio actors and actresses who make their mark in the entertainment field. For example, there is Gertrude Warner, who now plays the lead in *Ellen Randolph*, an NBC daytime feature. Olive Lamoy, who for several years played opposite Mr. Hedlund with the WTIC group, was selected to play the role of "Olive Oyl" in the radio version of "Popeye, the Sailorman". Louis Neistat, a leading character actor, began his apprenticeship with Mr. Hedlund as did the late Mona Lee who until her death played the leading role in the *True Story Hour*.

More of Mr. Hedlund's proteges are WTIC announcers Ben Hawthorne and Bruce Kern. Other announcers who started with Mr. Hedlund are Edward Begeley and Arthur Bergstrom of WNBC, New Britain, and Jack Lloyd and Stuart Wayne of WTHT, Hartford.

The Playhouse will be heard over the NBC-Red network beginning March 1.

WOWO-WGL Shifts

J. B. CONLEY, manager of WOWO-WGL, Fort Wayne, has announced reorganization of the program department of the Westinghouse outlets. Franklin Tooke, formerly program director of WOWO, has been named program director of both stations. Eldon Campbell, special events director, becomes production director of WOWO, while Carl Vandagrift, formerly of the continuity department, assumes similar duties at WGL. Campbell will continue to handle special events. Charles E. Koops, formerly of the Triad Adv. Co., joins the continuity department of the stations, replacing Vandagrift.

Roden Tells of Boost

H. W. RODEN, president of Harold H. Clapp Inc., Jersey City (baby foods), interviewed in Los Angeles en route to Hawaii for a vacation, stated that his company would increase advertising in radio newspapers, and magazines during the coming year. Company at present sponsors the daytime seriel, *Mother of Mine*, on NBC-Blue. Agency is Young & Rubicam, New York.

ARIZONA'S FIRST STATION

KOY

First on the dial
First with listeners
First in results for advertisers

CBS PHOENIX 550 KC

Mail response means sales response—and KOY pulled over 90,000 letters in 1940!

JOHN BLAIR & COMPANY

AFFILIATE STATION WLS CHICAGO

ADVERTISEMENT

AN OPEN LETTER TO NETWORK EXECUTIVES

BY EDGAR FELIX

Anyone announcing that he is now, for the first time, presenting coverage information measured on a uniform standard disregards well-known and well-established facts. This is why:

For more than four years, Radio Coverage Reports have been the only source of uniform, comparable and authentic information on the coverage of radio stations and networks in all sections of the United States. They are used by many large-volume buyers of radio time, the leading networks and all advertising agencies conscientious in their desire to know where the broadcasting programs they place are adequately and usefully distributed.

Radio Coverage Reports are based on scientific methods of measurement of unchallenged authenticity, reported in a form enabling anyone to visualize just what services listeners have at their disposal in any given community, to determine whether or not any audible service, day or night, network or independent, is of adequate strength and stability to be of entertainment value and competitive with the leading available services.

That is coverage information. The tabulating of mail returns by counties and classifying counties in terms of response ratio to the home county is not coverage but listening area information. Coverage is and has always been measured in terms of millivolts, even prior to the establishment of the first network.

The first coverage map was that made for WEAF in 1922 when I was public relations and sales promotion director of the pioneer commercial broadcasting and network key station of the U. S. From that day on, coverage has been measured in terms of millivolts, for networks, radio stations and the Federal regulatory bodies. "Coverage" is how you cover and has nothing to do with how many get under the blanket. Compilation of listener information produces listening area maps, definition of zones of listener influence, areas of great affection for particular networks, hot areas or anything you want to call them *except coverage areas.*

Listener studies also enhance physical delivery and program acceptability. No amount of listening statistics, the product of coverage and program value, establishes the magnitude of either quantity alone where both are variables. If the program warrants it, the listener will tolerate severe physical inferiority and coverage insufficiency but he may not regularly use that service for more than one program. The invaluable program barometers are made possible by confining listener questioning to high-level areas so that programs alone govern listener choice. The discrepancies in such barometers arise principally from failure to eliminate coverage influences, due to lack of coverage information.

Listener studies also enhance the information value of coverage determinations by defining coverage influence on listening. The first nationwide listener investigation of any kind was made by me in 1926 and 1927 as Contributing Editor of Radio Broadcast Magazine. The analysis of the returns formed the foundation for the allocation plan, providing for four classes of stations, equitable distribution of facilities and appropriate mileage separation between stations, presented to and substantially accepted by the then newly - formed Federal Radio Commission at its first public hearings. We are now seeking to associate listener investigations with our Radio Coverage Reports work as an aid in gauging the effect of coverage differences on listening.

Cost is the only obstacle to such studies, the authenticity of which is controlled by the size of the sample, for even as little as ten percent of the cities analyzed by Radio Coverage Reports. For example, determination of listening areas for all U. S. counties, based on one return for each 170 families in the United States, breaks down as follows: average number of families per county in the U. S., 9,740, or about 57 listener expressions per county; average land area per U. S. county, 968 square miles, which makes each listener response the determinant for 17 square miles of U. S. area. Cost is therefore a very serious problem in any nationwide listener study project.

As a result of years of intensive study of coverage determination, Radio Coverage Reports is prepared to produce an authentic and comparable coverage claim for all stations and networks in the United States which has been tested and accepted by leading advertising agencies. At a cost averaging less than $250 per year per station that service can be made available for all stations and networks without denying anyone who wishes to make all the listening studies he wants. All railway trackage measurements are made by a single industry - maintained organization; all fire risk data is similarly gathered.

Why not make available to users of broadcasting real coverage information which will help them make the most effective use of the most effective advertising medium, save everyone money and headaches and make network time salesmanship a dignified occupation? The comments of any station, advertising agency representative and network executive will be received with great interest.

Edgar Felix, Director
Radio Coverage Reports
18 East 48th St., N.Y.C.

Waters Named to Net Probe

(*Continued from Page 9*)

week but illness in its Law Department has delayed submission of the final recommended draft. It is expected, however, that consideration will begin during the ensuing week though there is no assurance as to final disposition.

A bitter fight is anticipated even though indications have been that the proposed Law Department draft will not be as extreme as the Committee recommendations announced last June which provoked repercussions throughout official Washington and in the industry.

Cooper May Aid

It is likely that Robert Cooper, assistant to General Counsel Telford Taylor, who has devoted considerable time to the network-monopoly investigation, will assist Mr. Waters in his investigation. While on the FCC rolls, Mr. Cooper still retains status as special assistant to the Attorney General and is the FCC liaison officer with the Anti-Trust Division.

Although a "crackdown" type of monopoly report is hinted, there are indications the draft to be submitted to the Commission will be a far different document than the network-monopoly committee's report of last year. The Commission in an executive session early last month approved an outline of the report as drafted by the Law Department. It then instructed completion of the draft.

Contract Jurisdiction

Both General Counsel Taylor and Assistant General Counsel Joseph L. Rauh have suffered influenza attacks since that time and while the drafting has been completed, the Law Department heads have not yet concluded their review.

It is evident the FCC majority will support the Law Department's fundamental contention that it has jurisdiction over contractual relationships between affiliated stations and the networks. Bracketed in this group are Chairman Fly and Commissioners Walker, Thompson and Payne. On the other hand, it appears that Commissioners Case and Craven will dispute the jurisdiction contention and probably file a minority report.

Whereas the Network-Monopoly Committee members (Walker and Thompson) favored a sort of omnibus report, hitting practically every aspect of commercial broadcast operations, it now is probable that the draft will cover only chain broadcasting. Such matters as newspaper ownership and multiple ownership, burning issues for several years, may not even be touched in the draft. Similarly, the Commission may conclude there is no iniquity in the dual network operation by NBC of the Red and Blue, although it is clear that perhaps a majority of the Commission members feel that the whole network structure, apart from the dual network consideration, results in suppression of competition in radio.

All present signs point to a conclusion that long-term exclusive network affiliation contracts should not be permitted and that optioned time provisions should be considerably relaxed. This strikes at the very heart of the jurisdictional issue, since the contention of virtually all of the respondents, save MBS, was that the FCC had no jurisdiction whatever over business aspects of broadcasting.

Disc-Artist Attack

The FCC majority's thesis apparently is that the statute gives the Commission jurisdiction over all broadcast licensees and that this goes to contracts between stations and networks if competition is suppressed in such manner as to interfere with the public interest requirement. There apparently is no disposition on the part of the Commission to conclude that it has the authority under existing law to regulate networks themselves. The back door method, through the licensee, would be pursued.

It is likely also that the Commission majority will attack network activities in the transcription and artist field, on the grounds of suppression of competition. Both of these operations, however, are regarded as secondary considerations.

Clear Channels

Though a sort of middle ground report from the Law Department is indicated, there is no assurance that final action will be of that complexion. Commissioners Thompson and Walker and probably Payne want a harsh report, if past expressions mean anything. They probably will regard any middle course as too lenient. But since Commissioners Craven and Case disagree with the contention of any FCC jurisdiction over contractual relations between affiliates and networks, it is predicted that a bitter fight will ensue.

All considerations relating to clear channels likely will be left out of the report. Although the FCC majority strongly favors breaking down of all clear channels, the judgment now appears to be that this issue has no place in the network-monopoly investigation and that it should be handled as a separate matter. Whether that viewpoint will prevail likewise remains to be demonstrated. The Network-Monopoly Committee in its June 12 report sought to pull in this issue by its bootstraps, recommending a "revaluation" of clear-channel policy.

Active Career

Mr. Waters, who will tackle the network-monopoly issue as soon as he completes his copyright work—probably by mid-March—is a native of Pawnee, Okla. He practiced law and served as county attorney in Greer County for four years. In 1938 he was named a special attorney for the Department of Justice and in 1939 was designated a special assistant to the Attorney General in the Anti-Trust Division. In addition to the copyright case, to which he had been assigned in December 1939, Mr. Waters participated actively in the General Motors Acceptance Corp. case and in several other anti-trust proceedings. He procured a consent decree from BMI on Jan. 27. On Feb. 5 he filed the criminal information against ASCAP in Milwaukee and then procured the consent decree from ASCAP filed on Feb. 26 and expected to be entered on March 3.

Jahncke Called

LEE JAHNCKE, assistant to John H. Norton Jr., manager of the NBC-Blue network division of the station relations department, has been called into active duty as a junior grade lieutenant in the Navy. Replacing him will be Otto Brandt, a former NBC page boy, now in the station relations department. Jahncke is the son of the

Miami (Fla.) Herald

"Now Let's Pick Up From Yesterday . . . Your Husband Was Running Around With Me, and . . ."

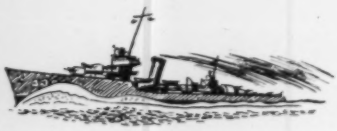
RADIO AVERTS STRIKE

WMCA Program Is Vehicle for Quick Settlement

A STRIKE involving employes of over 100 New York City drug stores was averted by the radio program, *Labor Arbitration*, when the disputants agreed to mediate their differences on the program which is regularly broadcast on WMCA, New York, Thursdays at 8:15-9 p.m.

At the invitation of Samuel Zack, industrial relations counselor who conducts the program, representatives of Drug Store Employees Union of Greater New York, Local 1185, AFL, and the New York Pharmacists Assn., along with three mediators agreeable to both parties, appeared on the program with witnesses and presented their arguments.

The union was prepared to strike on the day of the program but agreed to negotiate on the broadcast of *Labor Arbitration* on Feb. 20 with the employers on the right of employer to fire an employe without union consent. Decision in favor of union was handed down by the mediators after the program, and was anounced on a WMCA newscast that same night at 10:30.



ORANGE, TEXAS

$100,000,000

It staggers the imagination! Even in terms of payrolls for thousands of highly skilled shipyard workers and their families, you get a picture of tremendous buying power, **highly concentrated.**

Even before the U. S. Navy awarded over $100,000,000 in contracts to the shipyards of Orange, this was considered one of the most prosperous industrial areas in the country for its size.

And still the most powerful voice that has the ear of this booming Gulf Coast industrial area is Radio Station KFDM in Beaumont, only 22 miles away.

Speak up to one hundred million dollars! Your schedules placed with KFDM will effectively cover this fabulous market.

KFDM, BEAUMONT

560 KC NBC BLUE

1000 WATTS FULL TIME

Represented by

HOWARD H. WILSON, COMPANY

Exclusive Affiliate in St. Louis
MUTUAL BROADCASTING SYSTEM

U. S. Cites Petrillo

(*Continued from Page 9*)

tinue to perform, pending his study of the contractual situation.

The Anti-Trust Division release stated that according to complaints received by the Department, members of AGMA had never been represented by AFM or by any other collective bargaining agency and, in 1936, in an effort to protect themselves in negotiating contracts with booking agencies and broadcasters, they organized the union group.

The Department announcement continued:

"Now it is charged that Petrillo has entered into a conspiracy with the booking agencies and the broadcasters in an attempt to destroy AGMA and to force the artists either to join his own union, the AFM, or to lose the benefits of union protection. Both the AFM and AGMA are affiliated with the AFM.

Boycott Threat

"Information in the Department files shows that James C. Petrillo, president of the AFM, has notified Tibbett that unless the members of AGMA resign from that organization and join AFM he (Petrillo) will notify all radio interests, picture studios, symphony orchestra managements, grand opera companies, recording companies, booking agencies, etc. that members of AGMA will not be recognized by the AFM and the members of AFM will not be permitted to render any services at any function in which AGMA members participate. The notification stated further that the AFM had rightfully not interfered with such artists prior to organization of AGMA since they were not in competition with members of AFM.

"The Constitution and by-laws of the AFM provide for a payment to that union of 10% of the proceeds from every engagement. They provide further for payment of a federation tax of 50% of all proceeds collected in radio engagements by a guest conductor entering the jurisdiction of a local. The powers of Petrillo are absolute and subject to no control."

Honor for Gould

MORTON GOULD musical conductor of WOR, New York, on March 8 and 16 will receive a distinction seldom achieved by a contemporary American composer when his "Foster Gallery", a symphonic suite based on the melodies of Stephen Foster, will be played in Carnegie Hall by the New York Philharmonic Orchestra, under the direction of John Barbirolli.

Test Your Program Over

WJBC

BLOOMINGTON, ILL.

Central Illinois — one of America's three richest agricultural markets; center of the hybrid corn industry. 380,600 responsive people live in radio homes in the primary area of WJBC. Test over WJBC 1200 K. 250 W.

Natl. Rep.: COX & TANZ

YE OLDE barber shoppe harmonies dripped from these musically-inclined members of the staff of KMBC, Kansas City, at a cocktail party in honor of two new salesmen, Miller Robertson and H. O. (Tom) Morris Jr. Balladiers are (l to r) Morris, Robertson, Program Director Felix Adams and Sales Director Sam H. Bennett.

May Dismiss Suit

SUIT for $100,000 damages brought by Broadcast Producers, of New York, against Knickerbocker Broadcasting Corp., New York, will be dismissed for lack of prosecution unless the plaintiff moves for an April trial, according to a ruling Feb. 19 in New York Supreme Court by Justice Bernard L. Shientag. Action claims plagiarism of plaintiff's program *Makers of Men*, which Broadcast Producers claims was broadcast on WMCA, New York, spoiling a prospective deal plaintiff had made with a sponsor for the program.

Tour by Mrs. Lewis

MRS. DOROTHY LEWIS, vice-chairman of the Radio Council on Children's Programs, who recently completed a nationwide tour under the joint auspices of that organization and the NAB to study juvenile shows and to promote the NAB code in all parts of the country [BROADCASTING Feb. 10], left New York March 1 for a shorter trip under the same auspices. On March 4 she will hold a radio conference in Detroit with club and civic leaders; on March 5 she will be a guest on the *Quiz Kids* program from Chicago; on March 7 she will attend the Ohio Broadcasters Assn. meeting in Columbus, and on March 10 she will hold another radio conference in Rochester, N. Y. Mrs. Lewis will make about a half dozen broadcasts from various cities during her trip.

KOCY Soldiers

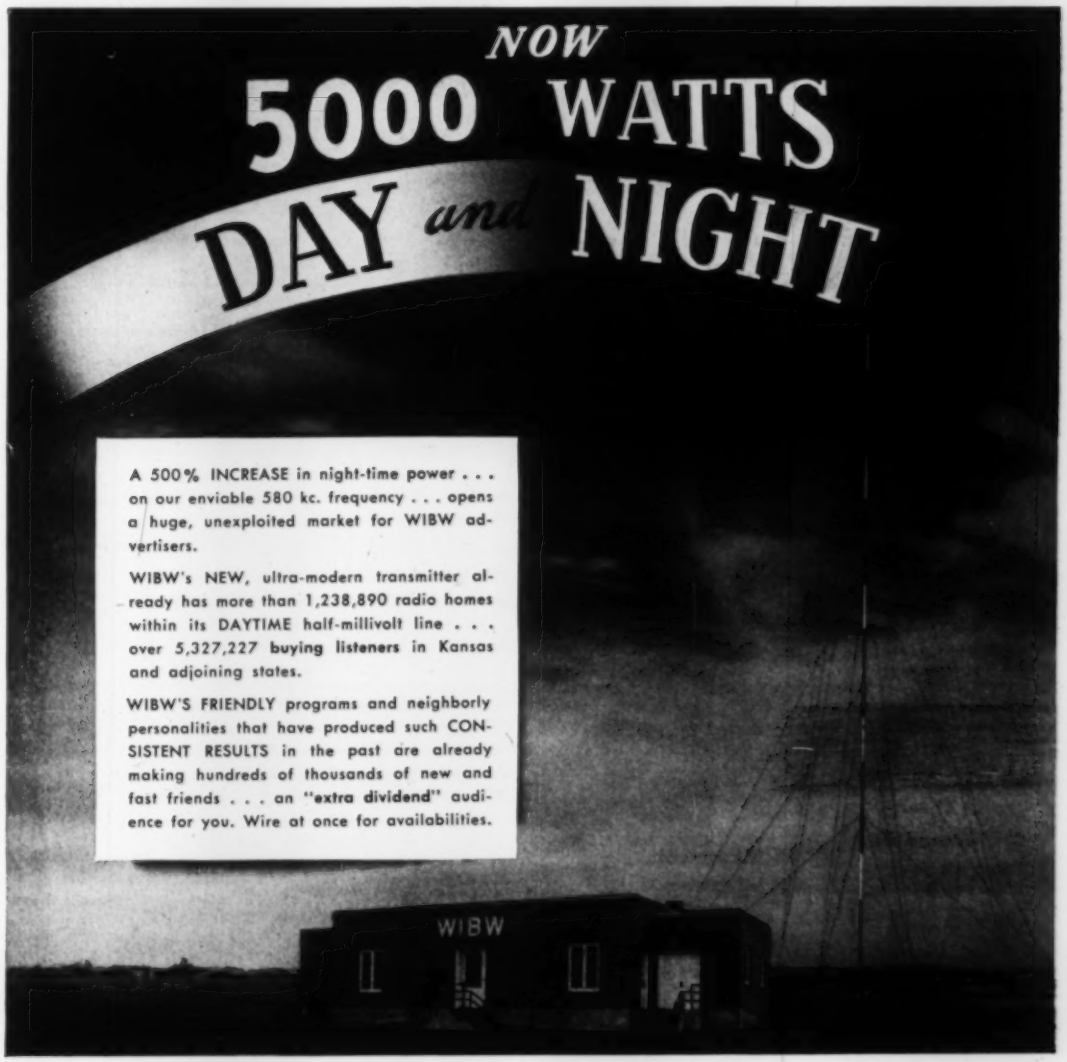
WITH the induction of Leon Betz, of the sales department, at Fort Sill, Okla., KOCY, Oklahoma City, now has supplied four members of its staff to the service. Earlier Mahlon Hickman, continuity writer, had been drafted as a reserve officer to be a second lieutenant in the artillery, and Russell Black and Joe London, of the announcing staff, had entered the Air Corps.

FOUND BY KFVD
Station Discovers Several Missing Items

EVIDENTLY intent on immortalizing itself as the good samaritan of the corn fields, KFVD, Fort Dodge, Ia., is proud of its coverage in emergencies. Recently a bank in Missouri reported a former Fort Dodge man had walked out, forgetting a $1,500 deposit. After efforts to locate the absent-minded depositor the State was about to appropriate the money when KFVD broadcast the story. The depositor was located within 24 hours.

Then when the Fort Dodge Police reported a woman frantic with worry over her missing husband, KFVD sent out its second appeal. Result was the man reported his safety to the police within two hours after the broadcast. Finally when a farmer lost a $350 tractor wheel somewhere in Fort Dodge, KFVD again rose to the occasion, locating the missing wheel in just three minutes after the story had been aired.

DANIEL C. PARK, salesman of KYW, Philadelphia, left Feb. 24 for Fort Meade, Md. He was feted at a "going-away" party by KYW officials on the eve of his departure for one year's training in the Army.


NOW
5000 WATTS
DAY and NIGHT
A 500% INCREASE in night-time power . . . on our enviable 580 kc. frequency . . . opens a huge, unexploited market for WIBW advertisers.
WIBW's NEW, ultra-modern transmitter already has more than 1,238,890 radio homes within its DAYTIME half-millivolt line . . . over 5,327,227 buying listeners in Kansas and adjoining states.
WIBW'S FRIENDLY programs and neighborly personalities that have produced such CONSISTENT RESULTS in the past are already making hundreds of thousands of new and fast friends . . . an "extra dividend" audience for you. Wire at once for availabilities.
WIBW

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KSFO, San Francisco

American Chicle Co., Long Island City (Adams clove gum), 7 *sa* weekly, thru Badger & Browning & Hersey, N. Y.
American Pop Corn Co., Sioux City, Ia. (pop corn), 30 *sa*, thru Buchanan-Thomas Adv. Co., Omaha.
Bank of America, San Francisco (banking chain), weekly *sa*, thru Charles R. Stuart Adv. Agency, San Francisco.
Beechnut Packing Co., Canajoharie, N. Y. (chewing gum), 5 *sa* weekly, thru Newell-Emmett Co., N. Y.
Blue Ribbon Books, New York (books), 3 *sp* weekly, thru Northwest Radio Adv. Co., Seattle.
A. S. Boyle Co., Jersey City (floor wax), 6 *sa* weekly, thru J. Walter Thompson Co., San Francisco.
California Fruit Grower's Exchange, Los Angeles (Sunkist fruit), *sa* series, thru Lord & Thomas, Los Angeles.
Coca-Cola Bottling Co. of California, San Francisco (Coca-Cola), 5 *t* weekly, thru D'Arcy Adv. Co., St. Louis.
Colonial Dames, Los Angeles (cosmetics), 3 *t* weekly, thru Glasser-Gailey & Co., Los Angeles.
Parisienne Inc., San Antonio (perfume), 6 *sp* weekly, thru Northwest Radio Adv. Co., Seattle.
Crowell-Collier Publishing Co., New York (Jean Abbey), weekly *sp*, thru McCann-Erickson, N. Y.
Crown Products Co., San Francisco (Ladies' Choice Syrup), 5 *sa* weekly, thru J. H. Diamond Agency, San Francisco.
Dwight Edwards Co., San Francisco (Nob Hill Coffee), 200 *sa*, thru McCann-Erickson, San Francisco.

WHO, Des Moines

Household Magazine, Topeka, 6 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
Ralston Purina Co., St. Louis (feed), 39 *t*, thru Gardner Adv. Co., St. Louis.
Cleveland Cleaner & Paste Co., Cleveland, 30 *sa*, thru Campbell-Sanford Adv. Co., Cleveland.
Hi-Lex Co., St. Paul, 49 *sa* weekly, thru McCord Co., Minneapolis.
Dr. Salisbury's Labs., Charles City, Ia. (poultry remedies), 36 *sa*, thru N. A. Winter Adv. Agency, Des Moines.
Omar Mills, Omaha, 13 *t*, thru Hays MacFarland & Co., Chicago.

WJW, Akron

Postal Telegraph-Cable Co., New York, 420 *sa*, thru Biow Co., N. Y.
Gardner Nurseries, Osage, Ia. (plants), *ta* series, thru Northwest Radio Adv. Co., Seattle.
Raladam Co., Detroit (Marmola), 3 *sa* weekly, thru Spot Broadcasting, N. Y.
Bond Stores, New York (clothing chain), 7 *sp* weekly, thru Neff-Rogow, N. Y.

CFRB, Toronto

Welch Grape Juice Co., Westfield, N. Y., 5 *sp* weekly, thru Cockfield Brown & Co., Toronto.
Dehydrated Yeast Sales Co., Toronto, 2 *sa* weekly, thru Stanfield & Blaikie, Toronto.
Crown Diamond Paint Co., Montreal, 2 *sa* weekly, thru Stanfield & Blaikie, Toronto.

KECA, Los Angeles

North American Accident Insurance Co., Newark (insurance), 3 *sa* weekly, thru Franklin Bruck Adv. Corp., N. Y.
Wm. C. Baker Co., Ojai, Cal. (soy and lima bean products), 3 *sp* weekly, placed direct.

WBBM, Chicago

Illinois Bell Telephone Co., Chicago, 6 *sa* weekly, 13 weeks, thru N. W. Ayer & Son, N. Y.

WINS, New York

Community Opticians, Brooklyn (eye glasses), 25 *sa* weekly, direct.

WGAR, Cleveland

Vick Chemical Co., New York (proprietary), 3 *sa* weekly, thru Morse International, N. Y.
Sheaffer Pen Co., Fort Madison, Ia., 4 *sa* weekly, thru Russel M. Seeds Co., Chicago.
Rockwood & Co., Brooklyn, 3 *sa* weekly, thru Federal Adv. Agency, N. Y.
Rival Packing Co., Chicago (dog food), 2 *sa* weekly, thru Charles Silver & Co., Chicago.
Hurley Machine Co., Chicago (Thor washers), 5 *sa* weekly, thru E. H. Brown Adv. Agency, Chicago.
M. J. Breitenbach Co., New York (Gude's Pepto Mangan), 6 *sa* weekly, thru Morse International, N. Y.
Foster-Milburn Co., Buffalo (proprietary), 2 *sa* weekly, thru Street & Finney, N. Y.
Colgate-Palmolive-Peet Co., Jersey City, 3 *sa* weekly, thru Ward Wheelock Co., N. Y.
Melville Shoe Corp., New York, (Thom McAn shoes), 6 *sp* weekly, thru Neff-Rogow, N. Y.
Kroger Grocery & Baking Co., Cincinnati, 6 *sp* weekly, thru Ralph H. Jones Co., Cincinnati.

WJLS, Beckley, W. Va.

Coleman Lamp & Stove Co., Los Angeles, 12 *sa* weekly, thru Ferry-Hanly Co., Kansas City.
Grand Island Distributing Co. (ointment), 120 *sa*, thru International Advertisers, Niagara Falls, N. Y.
JGF Coffee Co., Knoxville, 3 *t* weekly, direct.
Atlantic Greyhound Lines, Cleveland, 9 *sa*, thru Beaumont & Hohman, Cleveland.

KFI, Los Angeles

Simon & Schuster, New York (income tax publication), 6 *t* weekly, thru Northwest Radio Adv. Co., Seattle.
O'Cedar Corp., Chicago (polish, mops), 5 *ta* weekly, thru H. W. Kastor & Sons, Chicago.
Coast Federal Savings & Loan Assn., Los Angeles (investments), 2 *sp* weekly, thru Robert F. Dennis Inc., Los Angeles.

KYW, Philadelphia

O'Cedar Corp., Chicago (polish), daily *ta*, 13 weeks, placed thru Oren Arbogast Adv., Chicago.
Parkway Baking Co., Philadelphia (bread), 3 *sa* weekly, thru Clements Co., Philadelphia.

WDAY, Fargo, N. D.

Olson Rug Co., Chicago, 3 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
Consolidated Cigar Corp., New York (Harvester cigars), 4 *ta* weekly, thru Erwin, Wasey & Co., N. Y.
Lydia Pinkham Medicine Co., Fall River, Mass., 3 *ta* weekly, thru Erwin, Wasey & Co., N. Y.
Dr. Salisbury's Labs., Charles City, Ia., 3 *ta* weekly, thru N. A. Winter Adv. Agency, Des Moines.
Hilex Co., St. Paul (cleanser), 6 *sa* weekly, thru McCord Co., Minneapolis.
Reid, Murdoch & Co., Chicago (Monarch food), 6 *sa* weekly, thru Rogers & Smith, Chicago.
Oelwein Chemical Co., Des Moines, 3 *sa* weekly, thru Cary-Ainsworth Inc., Des Moines.
International Harvester Co., Chicago, 5 *sa* weekly, thru Aubrey, Moore & Wallace, Chicago.
Vel Co., Chicago, 10 *ta* weekly, thru Sherman & Marquette, Chicago.

WRC-WMAL, Washington

Sherwood Bros., Baltimore (oil burners), 60 *sa*, thru VanSant, Dugdale & Co., Baltimore.
Triangle Publications, Philadelphia (Click), 3 *sa*, thru Al Paul Lefton Co., Philadelphia.
O'Cedar Corp., Chicago (polish), 4 *ta* weekly, thru H. W. Kastor & Sons, Chicago.
Globe Brewing Co., Baltimore (Arrow beer), 3 *sp* daily, 1 *sp* daily, thru Joseph Katz Co., Baltimore.
I. J. Grass Noodle Co., Chicago (soup), 2 *sp* weekly, thru Chas. Silver & Co., Chicago.

WKZO, Kalamazoo, Mich.

Staley Mfg. Co., Decatur, Ill. (syrup), 10 *sa* weekly, thru Blackett-Sample-Hummert, Chicago.
National Refining Co., Cleveland, 6 *ta* weekly, thru Sherman K. Ellis & Co., N. Y.
Household Magazine, Topeka, 6 *sp*, thru Presba, Fellers & Presba, Chicago.
Olson Rug Co., Chicago, 12 *sp*, thru Presba, Fellers & Presba, Chicago.

WNEW, New York

Twentieth Century-Fox Film Corp. and Roxy Theater, New York (*Tobacco Road*), 4 *sa*, thru Kayton-Spciro, N. Y.
United Shoe Exchange, New York (shoe store), 21 *sa* weekly, 52 weeks, direct.

OFFICIALS of the NBC Central Division, Chicago, the Grant Adv. Agency and Mars Inc. (Forever Yours candy bars), put their names to a contract for the new show *What's Your Idea?*, which made its debut on a 28-station NBC-Red network on March 2, 6:30 p.m. (EST). Shown (l to r) are Harry Kopf, Central Division general manager; H. H. Hoben, secretary in charge of purchasing and advertising of Mars Inc.; Ted Fio Rito, orchestra leader; James McClain, radio director, and Will C. Grant, president of Grant Adv. agency; John D. Galbraith, NBC salesman. Sponsor also has *Dr. I. Q.* Mondays at 9 p.m. (EST) on NBC-Red.

Radio Advertisers

HECKER PRODUCTS Corp., New York (Presto Cake Flour), thru Leo Burnett Co., Chicago, on Feb. 24 started a thrice-weekly participation on the *Feature Foods* program of WLS, Chicago. This homemakers' broadcast, featuring Martha Crane and Helen Joyce, Monday thru Friday, 11-11:30 a.m. (CST), is currently sold out. The complete list of sponsors: Canada Dry Gingerale; Dean Milk Co.; Charles B. Knox Gelatine Co.; Wesson Oil & Snowdrift Sales Corp.; Wrap-in-Wax Paper Co.; Michigan Mushroom Co.; Hecker Products Corp.

ACME FEEDS Inc., Forest Park, Ill. (live stock feed), on Feb. 17 started a 13-week schedule of thrice-weekly five-minute programs titled *Feed Lot Question Box* on WLS, Chicago. Agency is K. E. Shephard Adv., Chicago.

KENSTAN PRODUCTS Co., Los Angeles (proprietary), out of radio for the past year, in a 30-day campaign is currently using six spot announcements weekly on KMPC, Beverly Hills, Cal., and 12 per week on XELO, Tiajuana, Mex., over a 60-day period; with a total of 90 contracted on KHJ, Los Angeles. Agency is John H. Riordan Co., Los Angeles. Lewis Spruance is account executive.

SOUTHERN CALIFORNIA EDISON Co., Los Angeles (electric ranges), in a 30-day campaign ending March 31, is using daily one-minute transcribed announcements on KDB KTMS KVOE KFXM KTKC. Agency is The Mayers Co., Los Angeles.

J. W. ROBINSON Co., Los Angeles (department store), to advertise its 58th anniversary sale, in a seven-day campaign ending March 4, is using daily announcements on KNX KECA KHJ KFI. The Mayers Co., Los Angeles, has the account.

COCKSHUT PLOW Co., Brantford, Ont. (farm machinery), has started daily morning weather reports on CJRM, Regina, Sask. Account placed direct.

NORMAN S. WRIGHT Co., Toronto (plant food), has started spot announcements as a test on CKCL, Toronto; CKMO, Vancouver. Account placed direct.

CRAZY WATER Co. of Canada, Toronto (proprietary), has started quarter-hour musical programs and spot announcements 5 times weekly on CKCL, Toronto; CFCF, Montreal; CFCO, Chatham, Ont.; CKCR, Kitchener, Ont. Account was placed direct.

MURPHY PAINT Co., Toronto, on Feb. 20 started French version of *Narco Color Game* on CKAC, Montreal; CHRC, Quebec. Account was handled by Cockfield Brown & Co. Toronto.

NESTLES MILK PRODUCTS (Canada) Ltd., Montreal, on March 13 starts *Doubles or Quits* weekly on CKAC, Montreal. Account placed by Cockfield Brown & Co., Toronto.

NOVA-KELP Ltd., Toronto (health food), starts musical flashes and spot announcements on March 3 on 10 Canadian stations 18 times weekly. Account is placed by Stanfield & Blaikie, Toronto.

DEHYDRATED YEAST SALES Co., Toronto, on March 1 started thrice-weekly quarter-hour transcribed musical programs on a number of western Canadian stations. Account was placed by Stanfield & Blaikie, Toronto.

KROGER GROCERY & BAKING Co., Cincinnati (chain stores), is currently sponsoring six-weekly quarter-hour news periods on WIRE, Indianapolis. Agency is Ralph H. Jones Co., Cincinnati.

ANDREW JERGENS Co., Cincinnati, will sponsor *Just Music* starting March 1 on WQXR, New York, seven nights weekly for 13 weeks, 11 p.m. to midnight, instead of the seven weeks' period reported in the Feb. 24th issue of BROADCASTING. Lennen & Mitchell, New York, is agency.

CONSOLIDATED DRUG PRODUCTS Co., Chicago (Kolar-Back), has renewed for eight weeks, its six-weekly one-hour recorded hillbilly program *Breakfast Time Frolics* on WGN, Chicago. Agency is Benson & Dall, Chicago.

RAINIER BREWING Co., San Francisco, recently started a six-week radio campaign in California, using one-minute dramatized discs and live spots on nine stations and six weekly quarter-hour newscasts on KGO, San Francisco. The other stations are KSFO KFRC KFI KHJ KECA KNX KFWB KFSD KGB. Agency is Buchanan & Co., Los Angeles.

HOTEL BELLEVUE, Boston, started a test series of 40 one-minute transcribed announcements on WLBZ, Bangor; and WGAN, Portland. A booklet, *Boston Is a Browsing Town*, is being offered, and more stations will be added if the test is successful according to Albert Frank-Guenther Law, Boston agency.

FALSTAFF BREWING Corp., St. Louis (Beer), on Feb. 8 started sponsorship of the first half-hour of *Capitol City Barn Dance on WCBS*, Springfield, Ill., Saturdays 7:30-8 p.m. (CST). Present contract runs up to the baseball season, at which time firm will sponsor play-by-play descriptions of the local Three I League games. Agency is Sherman K. Ellis, Chicago. Tht last half hour of the *Barn Dance* is sponsored by eight Springfield firms each running an 80-word announcement per broadcast.

PACIFIC BREWING & MALTING Co., San Francisco, has renewed its night spot announcements on KIEM KFRC KFOX and KWG, in addition to a nightly newscast on KQW, San Jose, Cal. Agency is: Brewer-Weeks Adv., San Francisco.

SPRECKLES SUGAR Co., San Francisco (Honey-dew sugar) on Feb. 18 supplemented its daily newscasts on 14 Pacific Northwest Mutual stations, which started Jan. 21 [BROADCASTING, Jan. 27] with a series of 100-word spot announcements on eight stations, twice daily for eight weeks, KFPY KMED KBND KAST KSLM KODL KUJ KRLC. The announcements are promoting a contest for Honey Dew sugar. Agency is J. Walter Thompson Co., San Francisco.

EQUITABLE CREDIT Co., Washington (loans), has purchased local sponsorship on WOL, Washington, of Jimmy Scribner's *Johnson Family*, MBS program broadcast thrice weekly, 4:45 to 5 p.m. Agency is Seidel Adv. Agency, Washington.

FRED C. HAWKINS, San Francisco district manager of General Foods Sales Co., recently was appointed western sales manager, succeeding the late Ralph H. Whitmore. Mr. Hawkins will make his headquarters in New York.

7-UP BOTTLING Co., San Bernardino, Cal. (beverage), on March 3 started a weekly quarter-hour quiz game program, *Tic-Tac-Toe*, on KFXM, that city. Austin King, in charge of the station client service department, is writer and m.c.

BANK OF AMERICA National Trust & Savings Assn., San Francisco (chain), late in February started a spot announcement campaign on California stations. Although the bank plans to use a large list of stations during the year, only two had been picked as BROADCASTING went to press —KARM, Fresno, and KSFO, San Francisco. Agency is Charles R. Stuart, San Francisco.

CALO FOOD PRODUCTS, San Francisco (dog food), has renewed for 52 weeks sponsorship of *Pet Exchange* on KFRC, San Francisco, Sundays, 3:15-30 p.m. (PST). Agency is Theodore H. Segall Adv., San Francisco.

CARNATION Co., Milwaukee (ice cream), on April 7 will start 26 weeks sponsorship of *The Shadow*, transcribed, Mondays, 8-8:30 p.m. (PST) on KFRC, San Francisco. Agency is Erwin, Wasey & Co. San Francisco.

S. O. Names Miller

J. A. MILLER, assistant advertising manager of the Standard Oil Co. of New Jersey and affiliated Esso Marketers, has been named advertising and sales promotion manager of the company, succeeding the late James A. Donan. Mr. Miller joined Socony in 1934 to take charge of production after eight years of automotive advertising experience in three different Detroit advertising agencies. He will handle all promotion and advertising for the four oil companies, including the *Esso Reporter* news broadcasts.

Mr. Miller

NORTH AMERICAN DYE Corp. Ltd., Toronto (Sunset soap dyes), has started *Color Harmonies* twice weekly on CBL, Toronto. Account was placed by Atherton & Currier, Inc., Toronto.

MAINE acquired its second full-time regional station in recent months with the award of 5,000 watts on 910 kc. to WABI, Bangor, in an FCC action Feb. 25. The station now operates on 1200 kc. with 250 watts and is a CBS outlet. Last fall the FCC granted WGAN, Portand, fulltime on 560 kc. with 5,000 watts, in lieu of a limited time with 500 watts on 640 kc.

Showmanship THAT WINS Intermountain Audiences

KDYL

The POPULAR Station

Salt Lake City

National Representative JOHN BLAIR & CO

NBC RED NETWORK

You Can Dominate the Omaha Great Plains Market WITH

WOW

OMAHA, NEBRASKA

On the RED Network

590 KC 5000 WATTS DAY & NIGHT

JOHN J. GILLIN, JR., MGR.

John Blair & Co. Representatives

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

WHEN FISHING for business in any of our markets, advertisers and agencies find they can rely on us for suggestions that help to insure a good "catch." We know the type of bait each particular advertiser should use in each Blair market to insure maximum sales results.

JOHN BLAIR & COMPANY

National Representatives of Radio Stations

CHICAGO 520 N. Michigan Ave. SUPerior 8659

NEW YORK 341 Madison Ave. Murray Hill 9-6084

DETROIT New Center Bldg. Madison 7889

ST. LOUIS 349 Paul Brown Bldg. Chestnut 5688

LOS ANGELES Chamber of Comm. Bldg. Prospect 3584

SAN FRANCISCO 608 Russ Building Douglas 3188

OFFICIAL TEXT OF ASCAP CONSENT DECREE

The official text, as distinguished from the preliminary draft, of the ASCAP consent decree signed in the District Court for the Southern District of New York on Feb. 26, is published herewith, as formally released by the Department of Justice. Other purported texts, published elsewhere were not final, it was stated at the Department, since the draft agreed to was not completed until just before its presentation to Federal Judge Henry W. Goddard on Feb. 26. A hearing on the decree tentatively was set for March 3, at which time it was expected, the jurist would formally enter it. The full text of the final decree follows:

IN THE District Court of the United States for the Southern District of New York term 1941, United States of America, plaintiff v. American Society of Composers, Authors & Publishers; Gene Buck, president; George W. Meyer, secretary; and Gustave Schirmer, treasurer, defendants, civil decree;

This cause came on to be heard on this day of 1941, the plaintiff being represented by Thurman Arnold, Assistant Attorney General, Victor O. Waters, special assistant to the Attorney General and Warren Cunningham Jr., special attorney, and the defendants being represented by their counsel, and having appeared and filed their answer to the complaint herein.

It appears to the court that defendants herein have consented in writing to the making and entering of this decree, without any findings of fact, upon condition that neither such consent nor this decree shall be construed as an admission or adjudication that said defendants have violated any law.

It further appears to the court that this decree will provide suitable relief concerning the matters alleged in the complaint filed herein and that by reason of the aforesaid consent of defendants and its acceptance by plaintiff it is unnecessary to proceed with the trial of the action, or to take testimony therein or that any adjudication be made of the facts.

Now, therefore, upon motion of plaintiff, and in accordance with said consent, it is hereby

ORDERED, ADJUDGED AND DECREED

1. The court has jurisdiction of the subject-matter set forth in the complaint and of the parties hereto with full power and authority to enter this decree and the complaint states a cause of action against the defendants under the Act of Congress of July 2, 1890, entitled "An Act to Protect Trade and Commerce Against Unlawful Restraints and Monopolies" and the Acts amendatory thereof and supplemental thereto.

II. Defendants, Gene Buck, as president of ASCAP; George W. Meyer, secretary; Gustave Schirmer, treasurer; and ASCAP, its officers, directors, agents, servants, employes, members, and all persons acting or claiming to act on its behalf are hereby perpetually enjoined and restrained from entering into or carrying out, directly or indirectly, any combination or conspiracy to restrain interstate trade and commerce, as alleged in the complaint, by doing, performing, agreeing upon, entering upon or carrying out any of the acts or things hereinafter in this paragraph II prohibited.

(1) Defendant, ASCAP, shall not, with respect to any musical composition, acquire or assert any exclusive performing right as agent, trustee or otherwise on behalf of any copyright owner, its members, or other owner of the performing right, or pursuant to any understanding or agreement with such owner, or its members, to pay for such right a share of, or an amount measured by, the receipts or revenues of said defendants. Nothing herein contained shall be construed as preventing defendant, ASCAP, from regulating the activities of its members in the following respects:

(a) By requiring all moneys derived from the issuance of licenses by the respective members of defendant to be paid by the licensee to defendant and distributed in the same manner as other revenues; (b) by requiring of its members that notice be given the defendant of their intent to issue licenses before the issuance of same;

(c) by prohibiting the members from issuing exclusive licenses to commercial users of music; (d) by requiring as a condition precedent to the issuance of a license by an individual member of the society, the approval and consent, to be obtained by the licensor, of the composer (s), author (s) and publisher subject to such reasonable regulations as may be adopted by the composer (s) author (s) and publisher for that purpose;

(e) by prohibiting the members from granting or assigning to persons, firms, corporations or enterprises, including Broadcast Music Inc., the right to license or assign to others the right to perform publicly for profit the respective copyrighted musical compositions of which performance rights are owned or controlled by the respective members of the defendant Society.

(2) Defendant, ASCAP, shall not enter into, recognize as valid or perform any performing license agreement which shall result in discriminating in price or terms between licensees similarly situated; provided, however, that differentials based upon applicable business factors which justify different prices or terms shall not be considered discriminations within the meaning of this sub-paragraph; and provided further that nothing contained in this sub-paragraph shall prevent price changes from time to time by reason of changing conditions affecting the market for or marketability of performing rights.

(3) Defendant, ASCAP, shall not require, as a condition to any offer to license the public performance for profit of a musical composition or compositions for radio broadcasting, a license fee of which any part shall be (a) in respect of commercial programs, based upon a percentage of the income received by the broadcaster from programs in which no musical composition or compositions licensed by said defendant for performance shall be performed, or

Sustaining Programs

(b) in respect of sustaining programs, an amount which does not vary in proportion either to actual performance, during the term of the license, of the musical compositions licensed by said defendant for performance, or to the number of programs on which such compositions or any of them shall be performed; provided, however, that nothing herein contained shall prevent said defendant from licensing a radio broadcaster, on either or both of the foregoing basis, if desired by such broadcaster, or upon any other basis desired by such broadcaster.

With respect to any existing or future performing license agreement with a radio broadcaster, defendant, ASCAP, shall not, if required by such broadcaster, refuse to offer a per program basis of compensation on either or both of the following basis which may be specified by the broadcaster:

(i) in respect of sustaining programs a per program license fee, expressed in terms of dollars, requiring the payment of a stipulated amount for each program in which musical compositions licensed by said defendant shall be performed;

(ii) in respect of commercial programs, a per program license fee, either expressed in terms of dollars, requiring the payment of a stipulated amount for each program in which the musical compositions licensed by said defendant for performance shall be performed, or, at the option of defendant, the payment of a percentage of the revenue derived by the licensee for the use of its broadcasting facilities in connection with such program.

In the event that defendant shall offer to license the public performance for profit of a musical composition or compositions for radio broadcasting upon either or both of the foregoing per program basis, and shall also offer to license such performance on a basis of compensation which shall not vary in direct proportion either to actual performances during the term of the licenses of the musical compositions licensed by said defendant for performance or to the number of programs on which musical compositions licensed by defendant shall be performed, defendant shall act in good faith so that there shall be a relationship between such per program basis and such other basis, justifiable by applicable business factors, including availability, so that there will be no frustration of the purpose of this sub-paragraph to afford radio broadcasters alternative basis of license compensation.

(4) Defendant, ASCAP, shall not license the public performance for profit of any musical composition or compositions except on a basis whereby in so far as network radio broadcasting is concerned, the issuance of a single license, authorizing and fixing a single license fee for such performance by network radio broadcasting, shall permit the simultaneous broadcasting of such performance by all stations on the network which shall broadcast such performance, without requiring separate licenses for such several stations for such performance.

Clause on Recordings

(5) With respect to any musical composition in defendant's catalogue of musical compositions licensed for radio broadcasting and which is or shall be lawfully recorded for performance on specified commercially sponsored programs on an electrical transcription or on other specially prepared recordation intended for broadcasting purposes, said defendant shall not refuse to offer to license the public performance for profit by designated radio broadcasting stations of such compositions by a single license to any manufacturer, producer or distributor of such transcription or recordation or to any advertiser or advertising agency on whose behalf such transcription or recordation shall have been made who may request such license, which single license shall authorize the broadcasting of the recorded composition by means of such transcription or recordation by all radio stations enumerated by the licensee on terms and conditions fixed by said defendant, without requiring separate licenses for such enumerated stations.

(6) Defendant, ASCAP, shall not, in connection with any offer to license by it the public performance for profit of musical compositions by users other than broadcasters, refuse to offer a license at a price or prices to be fixed by said defendant for the performance of such specific (i.e., per piece) musical compositions, the use of which shall be requested by the prospective licensee.

(7) Defendant, ASCAP, shall not, in connection with any offer to license by it the public performance for profit of musical compositions by radio broadcasters, refuse to offer a license on per performance on per program basis as provided for in paragraph II (5) hereof at a price or prices to be fixed by said defendant for the performance of such programs, the use of which shall be requested by the prospective licensee.

More than ever before - this is a Best Buy. Write today for impressive new data that proves it!

WWNC
ASHEVILLE, N.C.

WFMJ
Youngstown's Favorite Station
A Hooper-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown district.

Dominant
IN THE 7th RETAIL MARKET
KSTP
MINNEAPOLIS • SAINT PAUL
NIGHTTIME SIGNAL FROM MINNEAPOLIS TO THE WEST EQUIVALENT TO
133,500 WATTS
NBC BASIC RED NETWORK
50,000 Watts
Clear Channel

(8) Defendant, ASCAP, shall not assert or exercise any right or power nor shall any of its members exercise any right or power to restrict from public performance for profit by any licensee of said defendant any copyrighted musical composition in order to exact additional consideration for the performance thereof, or for the purpose of permitting the fixing or regulating of fees for the recording or transcribing of such composition; provided, however, that nothing in this sub-paragraph shall prevent said defendant or its members from restricting performances of a musical composition in order reasonably to protect the work against indiscriminate performances or the value of the public performance for profit rights therein or to protect the dramatic performing rights therein or, as may be reasonably necessary in connection with any claim or litigation involving the performing rights in any such composition.

Election of Board

(9) The society shall not elect the members of the board of directors in any manner other than by a membership vote in which all author, composer and publisher members shall have the right to vote for their respective representatives to serve on the board of directors. Due weight may be given to the classification of the member within the society in determining the number of votes each member may cast for the election of directors. Upon the expiration of the terms of office of the present directors, the provisions of this section shall apply to the election of their successors. Thereafter, not less than one-twelfth of the total membership of the board of directors shall be elected annually.

(10) Defendant, ASCAP, shall provide in its by-laws that the society shall not distribute to its members the moneys received by granting the right to perform copyrighted musical compositions publicly for profit on any basis other than the number, nature, character and prestige of the copyrighted musical compositions composed, written or published by each member, the length of time in which the works of the member have been a part of the catalog of the society, and popularity and vogue of such works, all to be determined in a fair and non-discriminatory manner.

(11) Defendant, ASCAP, shall not require as a condition precedent to eligibility for author or composer membership in the society the regular publication of more than one musical composition or writing by any person who regularly practices the profession of writing music and the text or lyrics of musical works.

Affects Successors

III. The terms of this decree shall be binding upon, and shall extend to each and every one of the successors in interest of defendant, ASCAP, and to any and all corporations, partnerships, associations and individuals who or which may acquire the ownership or control, directly or indirectly, of all or substantially all of the property, business and assets of defendant, ASCAP, whether by purchase, merger, consolidation, re-organization or otherwise. None of the restraints or requirements herein imposed upon the defendant shall apply to the acquisition of or licensing of the right to perform musical compositions publicly for profit outside the United States of America, its territories and possessions.

IV. For the purpose of securing compliance with this decree, and for no other purpose, duly authorized representatives of the Department of Justice shall, on the written request of the Attorney General or an Assistant Attorney General and on reasonable notice to defendant, ASCAP, made to the principal office of said defendant, be permitted (a) reasonable access, during the office hours of said defendant, to all books, ledgers, accounts, correspondence, memoranda, and other records and documents in the possession or under the control of said defendant, relating to any of the matters contained in this decree;

(b) subject to the reasonable convenience of said defendant and without restraint or interference from it, and subject to any legally recognized privilege, to interview officers or employees of said defendant, who may have counsel present, regarding any such matters; and said defendant, on such request, shall submit such reports in respect of any such matters as may from time to time be reasonably necessary for the proper enforcement of this decree; provided, however, that information obtained by the means permitted in this paragraph shall not be divulged by any representative of the Department of Justice to any person other than a duly authorized representative of the Department of Justice, except in the course of legal proceedings in which the United States is a party or as otherwise required by law.

V. This decree shall become effective 90 days after the entry hereof, except that the provisions of subparagraph (6) of paragraph II shall become effective nine (9) months after the effective date of the other provisions of this decree.

Possible Changes

VI. Jurisdiction of this cause is retained for the purpose of enabling any of the parties to this decree to make application to the court any time after the effective date hereof for such further orders and directions as may be necessary or appropriate in relation to the construction of or carrying out of this decree, for the modification hereof upon any ground for the enforcement of compliance herewith and the punishment of violations hereof. Jurisdiction of this cause is retained for the purpose of granting or denying such applications so made as justice may require and the right of the defendant to make such application and to obtain such relief is expressly granted.

PERRY BILL AGAIN OFFERED IN N. Y.

THE PERRY BILL, dealing with unauthorized sale of recordings of radio broadcasts, has been reintroduced in the New York Senate. The bill, proposed by Senator Charles D. Perry (D.) of Manhattan, has been introduced several times in the past and was killed last March in the New York State Assembly after passage in the Senate [BROADCASTING, April 15, 1940].

Failure of the measure last year was ascribed to the refusal of its proponents, the National Assn. of Performing Artists and the AFM, to cooperate with New York broadcasters in working out the bill so that it would protect the broadcasters as well as the performers. In its altered form, the bill makes it a petty larceny for any person to offer for sale or license any recording without the permission of the performer, the sponsor or the station owner.

The bill also includes the statement to the effect that "it is not to apply to any act of recording for private, personal, civic or political use, or to any recording of any address or talk on subjects of a political, educational, religious or civic nature, and is not to apply to shortwave broadcasts emanating from without the United States."

DON McCRAY, Robert Sour and Ernest Gold, composer of "The Vesper Bells of Dover", have offered to contribute the entire royalties from the sale and performance of the song to the British War Relief Society, with BMI likewise contributing its full share of any profits in the composition.

TWO babies were due the same day to staff members of KPO-KGO, San Francisco, Frank Burton (left), announcer, and Don Hall, engineer. During the nail-gnawing waiting period the two expectant fathers made a bet of one cigar for every minute elapsed after arrival of the first baby. Burton's came on the scene first but Hall only had to pay off four cigars, for his baby arrived just four minutes later.

Arnstein Sues BMI

IRA B. ARNSTEIN, songwriter who in the past has been involved in many litigations against ASCAP and its writer-publisher members, on Feb. 24 filed suit in New York Federal Court against BMI, George Fragos, Jack Baker and Dick Gasparre. Arnstein charges infringement of his song "Sadness Overwhelms My Soul" in BMI's number "I Hear a Rhapsody". An injunction, accounting of profits and damages are sought.

SALES OUT OF FOCUS IN KODAK (Ky.)?

Candidly speaking, the sales picture of Kodak (Ky.) is nothing to get excited about! Reason: Kodak just *can't* buy much of what you sell. On the other hand, the Louisville Trading Area has *plenty* of what it takes to make cash registers sing—buys *twice as much* as the rest of Kentucky combined! *Complete* coverage of this area costs little with WAVE. Shall we send you a picture?

LOUISVILLE'S WAVE
INCORPORATED
5000 WATTS . . . 940 K.C. . . . N.B.C.
FREE & PETERS, INC.
National Representatives

DON'T EXPERIMENT

Use A Tried and Tested Formula

•

If You Want to Cover Philadelphia and Its Environs Don't Take a Chance . . . .

USE

WPEN
PHILADELPHIA
5000 WATTS C.P.
FULL TIME
920 KC

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N.B.C. RED
Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

(U.P.)
THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS
COVERAGE
UNITED PRESS

WCAR
We've Got
POWER 1000 Streamlined Watts
PROGRAMS Built by a Big Time Production Staff
COVERAGE That Hits Into Widespread Industrial & Rural Markets
LISTENERS With Money to Spend . . . Who Prefer WCAR
all at LOW COST!
GET THE FACTS FROM WCAR
PONTIAC • MICH.
or THE FOREMAN CO., NATIONAL REPS
CHICAGO • NEW YORK

WOL
WASHINGTON'S 1st
24-HOUR STATION!
Affiliated with Mutual Broadcasting System
1000 WATTS
National Representatives
INTERNATIONAL RADIO SALES
WASH., D. C.

Cuban Reallocation

(*Continued from page 17*)

lapse six months from Feb. 22, on which date any other petitioner in the same locality shall have the right "to request and obtain the corresponding construction permit for increase in power with a view to utilizing the former's frequency with the maximum power permissible."

The decree specified that stations occupying the channels 800, 900, 1050, 1060, 1090, 1110, 1130, 1190 and 1220 kc., which might cause objectionable interference to foreign stations operating on these bands, "must avoid such interference by reducing their power, using directional antennas, or by any other adequate means approved by the Ministry of Communications." Where equipment installations for the necessary protection cannot be made in time, the decree requires the particular station to "diminish temporarily its working power, and likewise shall suspend, if necessary, its transmissions temporarily, until the objectionable interference has ceased."

Word has been received that the Mexican communications administration tentatively has approved its reallocation plan, developed during the Washington conference. Approval by President Comacho, however, has not yet been forthcoming, but is regarded as a formality. As agreed to during the Washington sessions, the Mexican border stations of such former American broadcasters as Dr. John R. Brinkley, and Norman T. Baker, are deleted.

Chico Croak

HEAVY rains around Chico, Cal., recently brought out myriads of frogs in the lowlands around the KHSL transmitter. As the Voice of Prophecy and his King's Heralds quartet finished their turn in the downtown studios, a transmitter announcer cut in with the station break—oblivious to the open window at his side. A minute or so later the telephone rang, with a listener querying, "What are you doing with those frogs on the air?" Embarrassed Manager M. F. Woodling, suspecting a crank call directed to the quartet, terminated the conversation abruptly: "I'm sorry, but you'll find that many people will disagree with you." But next day, with the truth out, a memo ordered the staff to close windows and doors during broadcasts.

Midwest Baseball

MINNESOTA Radio Network for the third season will carry Minneapolis and St. Paul baseball games of the American Association under sponsorship of General Mills. KSTP will not carry the games but will feed them to KYSM, Mankato; KROC, Rochester, KFAM, St. Cloud. KCKN, Kansas City, will carry games of the Kansas City Blues, feeding them also to WREN, Lawrence.

Studio Notes

WKY, Oklahoma City, reports all station records for audience response have been broken by the reaction of listeners to *The Heart of Martha Blair*, dramatic serial, broadcast five times weekly. In 10 days fan mail for this program totaled 11,216 despite the fact that the show is just seven weeks old and is opposite several established network features.

CKWX, Vancouver, B. C., and its shortwave station, CKFX, will again this year carry play-by-play accounts of home games of the Vancouver Capilanos of the Western International Baseball League. Broadcasts, to be handled by Reed Chapman, will get underway with the League opening the first week in May. B. F. Goodrich Tire & Rubber Co. of Canada Ltd., as in past seasons, will be sponsor.

WOOD-WASH, Grand Rapids, Mich., on the occasion of the naming of Rt. Rev. Joseph C. Plagens as Bishop of the Catholic Diocese of Western Michigan, transcribed interviews of visiting church dignataries while on the train enroute from Chicago to Grand Rapids for the coronation. These discs, as well as others previously made by Bishops and Archbishops throughout the West, were broadcast in a special 1½ hour welcome to the new bishop. On the morning Feb. 18 WOOD-WASH carried the entire installation services from St. Andrews Cathedral.

WTMV, East St. Louis, Ill., is presenting *Soldiers Quiz* from nearby Scott Field. Program features three privates against three other soldiers of higher rank in a musical and military quiz. Broadcast is presented every Wednesday at 7:15 p.m. Also featured by WTMV is a transcribed program each Sunday at 1:15 p.m., made by the 138th Infantry, of Camp Robinson, an all-St. Louis unit.

KWBG, Hutchinson, Kan., launched its campaign on behalf of the Greek War Relief Fund Feb. 17 with the airing of the transcribed program, *American Calling*, broadcast the previous Saturday over the networks. The production, an hour and a half in length, was interspersed with talks by various local celebrities on behalf of the campaign. Station time was donated and resulted in the raising of $2,000.

KSTP, Minneapolis-St. Paul, as an innovation to the regular Saturday night *Sunset Valley Barn Dance*, set up a portable recorder in the municipal auditorium to record interviews of people coming to witness the broadcast. Discs were then played back during the three-hour show as a novelty feature.

WSUN, St. Petersburg, Fla., has contracted Fred Lieb, well-known New York baseball writer, to cover the training camps of the St. Louis Cardinals and New York Yankees during their stay in St. Petersburg. Mr. Lieb has been a baseball scribe since 1910 and was one-time president of the Baseball Writers' Assn.

WTAX, Springfield, Ill., invites prominent local business and professional men to appear on its weekly *Your Answer Please* program. For each question missed by the panel of four, WTAX rings up $1 for a community charity. Fifty-four Springfield citizens have participated to date.

CBS, in response to requests of listeners, has increased the broadcast time of the book review program, *Of Men and Books*, from 15 minutes to one-half hour. Beginning March 1, the program will be heard on CBS on Saturdays from 2:30 to 3 p.m. Prof. John T. Frederick, of the Medill School of Journalism, Northwestern U, will continue to handle the program from Chicago, reviewing recently-published books and interviewing prominent authors.

KDYL, Salt Lake City, presented six special broadcasts in connection with National Defense week. Opening broadcast was an exclusive airing of the Salt Lake chapter of the Reserve Officers Assn.

KHJ, Hollywood, was off the air approximately 30 minutes Feb. 21 when the transmitter at Seventh & Bixel streets in downtown Los Angeles, was struck by lightning.

VISITORS to New York for an evening at a theatre or night club can hear tips on the latest and best in the city's night life by listening to Bill Holliday's *Things to Do Tonight* program, broadcast Mondays, Wednesdays, Fridays at 6:20 p.m. on WEAF, New York.

MBS during the last week in February broadcast some of the elimination bouts in the Chicago "Golden Gloves" Tournament of Champions as well as the finals in the New York matches, all winners of which will qualify for the March 7 finals. Bob Elson of WGN, Chicago, covered the Chicago matches, and Dave Driscoll and Al Helfer the bouts from Madison Square Garden.

FOLLOWING the non-broadcast presentation of *And by the People*, half hour show written by Robert McDonagh of the NBC script division, at the American Assn. of School Administrators' convention in Atlantic City, NBC-Red will broadcast the show March 8. Program is designed to be used as a supplement to work of the schools in the nation's defense program.

WCCO, Minneapolis, presented its Old Timers' Night Feb. 28 at the Hippodrome Skating Rink in St. Paul. Special features between periods were arranged in cooperation with the St. Paul Hockey Club and President Herman Peterson. They included a short exhibition of how the game was played under the old rules 25 years ago; an introduction of the 45 Old Timers present; an introduction of all living members of the two teams that played the first game on the Hippodrome ice.

WTMV, East St. Louis, Ill., was awarded a plaque by the National Youth Administration for outstanding NYA service in that area. Station broadcasts three NYA programs, *Youth in the News*, *NYA Symphony for Illinois* and *City Shadows*.

5000 WATTS DIRECTIONAL
WBNX
NEW YORK
TAKE ADVANTAGE OF THIS DIRECT APPROACH TO THE WORLD'S LARGEST MARKET—
Metropolitan New York

WCKY, Cincinnati, has arranged a special series for the Lenten Season in which both Protestant and Catholic speakers will be represented. The series is approved by both the Protestant Council of Churches and Catholic Archbishop John T. McNicholas. The quarter-hour programs are to be heard Monday through Friday from Feb. 26 to April 11, 11:45-12 noon. Speakers will include ministers and priests.

KGFW, Kearney, Neb. has begun a new series of recorded interviews with members of Nebraska's Senate and State officials. Lloyd Thomas, general manager of the station, and chief engineer Lee Gustafson make the transcriptions.

WICC, New Haven, March 2 began a quarter-hour review of student efforts in connection with newly established classes in radio production at New Haven High School. Known as the *Hillhouse Theater*, the program will present student talent. Classes at the high school in radio are taught by Mary Conway and are co-ordinated with subject matter of classes in English, music, history, art and dramatic.

KGFW, Kearney, Neb., reports an ever increasing audience response to its twice-monthly D-X broadcasts. The early morning program, *D-X Midway Club*, is presented on the second and fourth Mondays of each month from 1 to 2 a. m. and is especially arranged for long distance, or "D-X" listeners. The club's peculiar name is derived from the fact that KGFW stresses the point that it is "the midway station of the nation"—exactly 1733 miles from Boston and San Francisco.

WAKR, Akron, O., claims to have broken all local attendance records with its Feb. 24 origination of Dr. Harry Hagen's *True or False* program, sponsored on NBC-Blue by J. B. Williams Co. More than 5,000 persons jammed the Akron Armory for the broadcast. Only spot announcements on WAKR were used to push attendance, although window displays and newspaper advertising plugged the listening angle.

WFIL, PHILADELPHIA, cooperating with the RCA Mfg. Co., Western Union and the Bell Telephone Co., has established studio classes providing actual training in radio communication work in connection with its *WFIL Signal Corps of the Air* program feature conducted by Col. Bill Galleher, station educational director.

KOA, Denver, has concluded arrangement with the U of Colorado and Denver U for exclusive broadcast rights to both schools 1941 football games, according to an announcement by General Manager Lloyd E. Yoder, former Carnegie Tech All-American. The broadcast schedule includes four games for each school plus a season-ender between the two universities.

AMONG 77 glamor girls, Elizabeth Ann Panke, receptionist of WMBD, Peoria, Ill., was named winner of the MGM "Gone With the Wind" anniversary event. Here she hands the first piece of birthday cake to Charles E. Barnum, managing editor of the Peoria *Evening Star*, while Dick Bradley, m.c., watches.

WSVA, Staunton, Va., is presenting news every two hours of the day. Station has just signed with United Press for a full day report.

WTAX, Springfield, Ill., was awarded a plaque by the National Youth Administration for "public service extended the NYA offering radio work experience".

KDKA, Pittsburgh, in honor of Boy Scout Week, recently broadcast an original dramatization of the founding of the Scout movement in America. Entitled "The Unknown Scout", it was written by Bill Beal, KDKA continuity editor, with the collaboration of V. L. Huntsberger, executive assistant of the Allegheny Council, Boy Scouts of America.

WHN, New York, on March 3 will pick up from MBS the Monday night *Wake Up America* programs for a 13-week period. Programs originate in Cleveland under sponsorship of the American Economic Foundation. Agency is Bayless-Kerr Co., Cleveland.

KYW, Philadelphia, has extended from 15 minutes to a half-hour each morning the *RFD 1020*, participating farm news show under the direction of John Thorpe.

KSFO San Francisco, sent a special events team to cover the Intercollegiate Ski Championship meet held in Yosemite National Park.

TELEVISION station W9XBK, Chicago, owned and operated by the Balaban & Katz Corp., theatre chain, on Feb. 21 made its first experimental telecast from the State Lake theatre building which houses its studios. B&K channel is No. 2, 60-66 m.c. using 525 line picture. Antenna is vertical polarized. With equipment manufactured by the DuMont Labs., Passaic, N. J., and B&K engineers. William Eddy is station manager.

WTOL, Toledo, is presenting a new five-minute program called *Death Watch*, under the auspices of the Toledo Police department and is credited with aiding in the reduction of traffic accidents.

WLS, Chicago, is presenting a series on state government activities. Warren Wright, Illinois State Treasurer, is currently heard in a quarter-hour monthly resume of the state's financial report.

WJJD, Chicago, in conjunction with the Metropolitan Civic Council, has inaugurated a weekly quarter-hour program titled *Chicago in 1941*, conducted by Alderman Paul H. Douglas. The series deals with discussions of various problems that confront Chicago this year.

WDRC

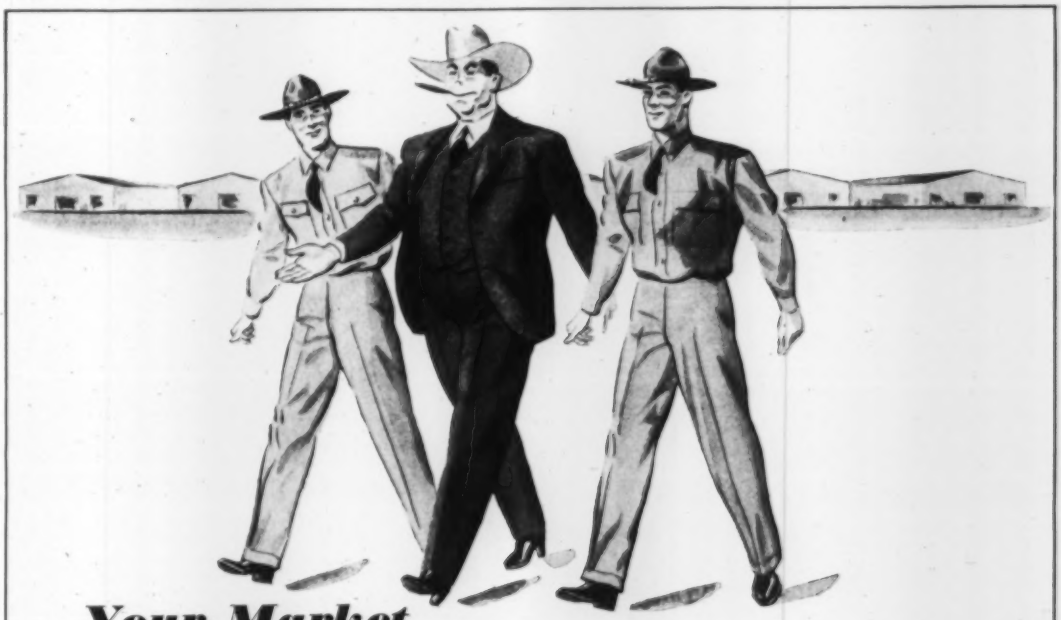
CONNECTICUT'S PIONEER BROADCASTER

TESTING?

Testing a program or a product? WDRC is the nation's choice—the advertising test station in the advertising test city. Start on the right foot—make your test here. WDRC, Hartford, 5,000 watts.

Basic CBS for Connecticut

CBS



Your Market Is "in the Army Now!"

—and the Army is in San Antonio . . . and in Texas! The home addresses of these swiftly mounting thousands of soldiers, civilian workers and their families may still be Wilmington, Washington or Walla Walla—but they spend their money here.

The National Defense program goes forward on such a gigantic scale down here that the figures on the millions that go for pay rolls, supplies and new construction become obsolete from week to week!

Yes, your market is "in the army now"—and WOAI gives advertisers readiest and surest access to this already amazingly rich South Texas area—a market into which the government and private enterprise are pouring millions of new wealth every month.

WOAI San Antonio

50,000 WATTS

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

AFFILIATE NBC

MEMBER TQN

KFRC
first again!
IN PROGRAM ADVERTISERS
More San Francisco program advertisers use KFRC than all other networks combined! This includes both local and network programs purchased in this area by agencies and advertisers.
KFRC

WCBM
BALTIMORE, MARYLAND
Affiliated With The
MUTUAL
Broadcasting System
JOHN ELMER, *President*
GEO. H. ROEDER, *Gen. Mgr.*
National Representatives
THE
FOREMAN COMPANY
247 Park Ave., New York
Wrigley Building, Chicago

INS
Says Fred Fleming, KLZ, Denver: "Factor of importance to us is that INS has never been out on a 'limb' with wild reports. We consider INS 100% accurate."
INTERNATIONAL NEWS SERVICE

KFRU
COLUMBIA, MO.
The personality station covering the heart of Missouri. 1370 Kc. 250 Watts. Affiliated with KXOK. St. Louis, Mo.

Television Hearing

(*Continued from Page 14*)

provement and is technically feasible;

"(d) The effect of the proposed change or modification in the adopted standards upon operation and obsolescence of receivers;

"(e) The change in equipment required in existing television broadcast stations for incorporating the proposed change or modification in the adopted standards, and

"(f) The facts and reasons upon which the petitioner bases his conclusion that the proposed change or modification would be in the public interest, convenience and necessity.

Experimental Stations

"Should a change or modification in the transmission standards be adopted by the Commission, the effective date thereof will be determined in the light of the considerations mentioned in (d) above."

In addition to sections covering definitions, television transmission standards, and change or modification of standards, the FCC draft included sections on engineering standards of allocation, objectionable interference, transmitter location, determination and maintenance of operating power, equipment and monitors.

Also included in the agenda advanced by the FCC were proposed rules for experimental television stations. These provide that no charges may be made by an experimental licensee for the production or transmission of either aural or visual programs, except for transmission of commercial programs by an experimental relay station for retransmission by a commercial station.

Experimental stations also would be required to make identification announcements similarly to commercial stations, along with the additional announcement that "This is a special television broadcast made by authority of the Federal Communications Commission for experimental purposes."

Under the proposed rules no experimental station would be authorized to use more than one Group A channel "except for good cause shown"; no persons could control two or more experimental stations, other than relay stations, unless it be shown that the research program requires more than one station; experimental licenses would be issued only on condition that no interference will result to commercial stations; no mobile or portable station would be licensed to transmit programs to the public directly.

Socony News

SOCONY-VACUUM OIL Co., New York, in line with its policy of buying news programs, on April 28 will start quarter-hour news reports twice daily on KSD, St. Louis, and WGBF, Evansville, Ind.; once daily on WTAD, Quincy, Ill. Agency is J. Sterling Getchell Inc., N. Y.

House Group Approves Funds For Government News Agency

Censorship Charges Are Denied in Hearings on Bill for the Office of Government Reports

WITH assurances of the agency's director, Lowell Mellett, that no Government censorship of news is contemplated by the Administration, the House Committee on Expenditures in Executive Departments last Wednesday approved a bill authorizing a $1,500,000 appropriation for operation of the Office of Government Reports during fiscal year 1942 and establishing it as a permanent unit of the Executive branch of the Government.

The Administration - sponsored proposal is expected to be brought to the floor of the House in mid-March. The 12-5 committee vote approving the bill (HR-3368), followed party lines, it was stated by Rep. O'Leary (D-N.Y), chairman of the committee and sponsor of the bill in the House. An identical bill has been introduced in the Senate by Senator Hill (D-Ala.), although it is expected Senate action on the proposal will await consideration in the lower house.

Censorship Not Planned

Mr. Mellett, former newspaper editor, told the committee during hearings Wednesday that the Government is not contemplating press or radio censorship, aside from customary military censorship in case of War. He indicated that the $1,500,000 appropriation, estimated as twice the size of previous funds made available to OGR out of relief appropriations, was necessary because of increased demand for its services as a clearing house for Government information.

Declaring that the Roosevelt Administration has "absolutely no plans" for censorship of press or radio, Mr. Mellett commented, "If any censorship is contemplated by this Administration, I believe our organization would not be particularly organized to direct it. If any is contemplated, I ought to be in a position to know it. I do know that no censorship is contemplated.

"This does not mean, in case there should be war, that there would not be a military censorship in certain respects, as there always has been, and I presume always will be. Censorship in the sense that I believe is feared, of the kind we see abroad—actual censorship of newspapers or other publications—is not contemplated."

Adding that the same held for radio, Mr. Mellett commented that any self-imposed censorship by publishers was a different matter. He denied the office was a propaganda agency or a political instrument.

In a letter to Chairman O'Leary urging passage of the proposal, President Roosevelt noted the agency's background, its creation as the National Emergency Council and subsequent constitution as OGR after the Reorganization Act of 1939, and the securing of its funds out of emergency appropriations. The President stated in his letter:

"The responsibilities of the Chief Executive have become such that even in normal times there should be, as an integral part of the Executive office of the President, an organization sufficiently flexible and independent to meet changing conditions, assist in dealing with special problems, serve as a central clearing house for information concerning Federal activities, and report on the opinions, needs and desires of citizens. The Office of Government Reports is effectively serving this purpose.

"I feel it is desirable that legislation be enacted at this time to provide permanently these facilities in order that the President may at all times have information concerning the progress of the nation's business, and that the Congress, the departments and agencies of the Executive branch and the public may have a journal through which is available an overall pictures of the Government's program and activities. In brief, the Office of Government Reports, operating at modest expense, is an essential part of the Executive office of the President."

WSYR Post to Jeske

REALIGNING the duties of the various department heads, WSYR, Syracuse, has appointed Fred Jeske, station *Timekeeper*, as national sales manager. E. R. Vadeboncoeur, director of news and special events, has been named head of the merchandising and promotion division. The shifts were caused by the drafting of Arnold F. Schoen Jr., national sales and merchandising manager, for army duty.

COLGATE-PALMOLIVE-PEET Co., Jersey City, which sponsors *Myrt & Marge* on CBS for Supersuds, has announced that the company will continue the daily program despite the sudden death Feb. 15 of Mrs. Peter J. Fick, who played the role of "Marge". Revisions will be made in the scripts and "Myrt", other member of the noted team, will carry on.

WKZO
KALAMAZOO
GRAND RAPIDS
BATTLE CREEK
590 *On the dial* 1000 *Watts*
COLUMBIA'S EXCLUSIVE FULL TIME OUTLET FOR WESTERN MICHIGAN
Representative: HOWARD H. WILSON Co.

Network Accounts

All time EST unless otherwise indicated.

New Business

AMERICAN CHICLE Co., Long Island, N. Y. (chewing gum), on March 5 starts for 13 weeks, *Bill Henry*, commentator, on 7 CBS Pacific Coast stations (KNX KSFO KARM KVI KIRO KOIN KFPY), Wed., Fri., 6:15-6:30 p.m. (PST). Agency: Badger, Browning & Hersey.

ZONITE PRODUCTS Corp., New York (Forhan's toothpaste), on March 30 starts Gabriel Heatter on 8 MBS stations, Thurs., 9-9:15 p.m. in addition to the same Mon. period. Agency: Erwin, Wasey & Co., N. Y.

R. B. SEMLER Inc., New York (Kreml hair tonic), on March 22 starts Gabriel Heatter on 13 MBS stations Sat., 9-9:15 p.m. Company already sponsors program at same time, Wed., Fri. Agency: Erwin, Wasey & Co., N. Y.

CHRYSLER SALES DIVISION of Chrysler Corp., Detroit (fluid-drive cars), on March 3 starts *Elmer Davis in the News* on 100 CBS stations, Mon., Wed., Thurs., Sat., 8:55-9 p.m. Agency: Lee Anderson Adv. Co.

S. C. JOHNSON & SON, Racine, on April 8 renews for 52 weeks *Fibber McGee & Molly* on 99 NBC-Red stations, Tues., 9:30-10 a.m. Agency: Needham, Louis & Brorby, Chicago.

Renewal Accounts

ANDREW JERGENS Co., Cincinnati (Woodbury cream and powder), on April 2 renews for 13 weeks *Tony Martin From Hollywood* and *How Did You Meet* on 46 NBC-Red stations, Wed., 8-8:30 p.m. Agency: Lennen & Mitchell, N. Y.

ANDREW JERGENS Co., Cincinnati (Jergens Lotion), on March 30 renews for 13 weeks *Jergens Journal*, featuring Walter Winchell, on 73 NBC stations, Sun., 9-9:15 p.m. on 53 Blue stations, repeat, 12-12:15 a.m. on 20 Red stations. Same sponsor (Woodbury soap), on same date renews *Parker Family* on same stations, Sun. 9:15-9:30 p.m., repeat, 12:15-12:30 a.m. Agency: Lennen & Mitchell.

TUCKETT Ltd., Hamilton, Ont. (tobacco), on March 3 renewed *Les Gaies Lurons* on CKAC, Montreal; CHRC, Quebec. Mon. thru Fri., 9:45-10 p.m. (EDST). Agency: Whitehall Broadcasting, Montreal.

STANDARD BRANDS, New York (Fleischmann's yeast), on March 31 renews for 13 weeks *I Love a Mystery* on 39 NBC-Blue stations Mon., 8-8:30 p.m. Agency: Kenyon & Eckhardt, N. Y.

WM. WRIGLEY JR. Co., Toronto (gum), has added CHML, Hamilton, Ont.; CFCY, Charlottetown, P. E. I., to regional network *Treasure Trail* programs, and has renewed *Treasure Trail* till April 1 on 10 Canadian Broadcasting Corp. Prairie Network stations, Tues., 10-10:30 p.m. (EDST). Agency: Tandy Adv. Agency, Toronto.

WFBG

ALTOONA, PA.

- NBC RED
- 250 WATTS
- FULL TIME OPERATION
- RAILROAD SHOPS ON FULL TIME SCHEDULE

WFBG provides the only full coverage of the Altoona trading area.

Bill Limits Officials

AN UNEXPECTED result of the part played by Charles Poletti, Lieutenant Governor of New York, in securing ASCAP's consent decree from the Department of Justice was a bill introduced Feb. 25 in the State Legislature in Albany. Measure, proposed by Senator Walter J. Mahoney (R-Buffalo) and Assemblyman Harold B. Erlich (R-Buffalo), would bar future Governors, Lieutenant Governors, Attorney Generals and Controllers from engaging in any business or professional enterprise for profit apart from their official duties. Bill was obviously a political slap at Mr. Poletti for the $50,000 fee he was reported to have been paid by ASCAP. Responding immediately, Mr. Poletti said he had no objection to the bill and stated that it might be extended to apply to all political office-holders in the State. Explaining that he has undertaken no law work "that comes within a mile of affecting any State business," he said that "whatever fee will be paid will be paid not to me but to the firm of Diamond, Rabin, Botein & Mackay. Several lawyers of that firm have given considerable time to the ASCAP matter."

FM Birthday

W2XOR, FM station of WOR, New York, celebrated its first birthday Feb. 28 with a total operating time during the year of 5,422 hours. The station went on the air for the first time Feb. 28, 1940, with a transmitter operating from Carteret, N. J., moving to New York on Aug. 1 with a new Western Electric transmitter atop the skyscraper at 444 Madison Ave. At that time W2XOR increased its operating schedule to 15 hours a day, from 9 a.m. to 12 midnight, using rebroadcasts of WOR and MBS programs as well as special series of broadcasts designed to demonstrate the full fidelity of FM.

RUSS HODGES, sportscaster of WBT, Charlotte, is the father of a baby girl born Feb. 21.

Network Changes

LIGGETT & MYERS Tobacco Co., New York (Velvet tobacco), on March 13 shifts *Professor Quiz* on 68 CBS stations from Tues., 9:30-10 p.m. to Thurs., 10:15-10:45 p.m. Agency: Newell-Emmett Co, N. Y.

ROWEY'S Inc., Chicago (Dairi-Rich products), on Feb. 23 shifted rebroadcast time of *News & Rhythm* on 32 CBS stations, Sun., from 2:35-3 p.m. to 1:35-2 p.m. Agency: Sorenson & Co., Chicago.

COCA-COLA Co., Atlanta (soft drinks), on April 6 adds a quarter-hour to *Pause That Refreshes On the Air* on 95 CBS stations, Sun., 4:30-5:15 p.m. (now 4:30-5 p.m.). Agency: D'Arcy Adv. Co., St. Louis.

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer), on March 7 shifts *Alec Templeton Time* on 33 NBC-Red stations from Chicago to Hollywood, Fri., 7:30-8 p.m. (EST), with West Coast repeat, 7:30-8 p.m. (PST). Agency: Wade Adv. Agency, Chicago.

PROCTER & GAMBLE Co, Cincinnati (Oxydol), on March 7 only shifts *Everyman's Theatre* on 65 NBC-Red stations, Fri., 9:30-10 p.m. (EST), from Hollywood to Chicago; on March 14, to New York for three weeks or more. Agency: Blackett-Sample-Hummert, Chicago.

GOVERNMENT sanctioned and designed to combat hostile alien propaganda, The Free Company, volunteer group of writers, actors and radio workers devoted to the ideals of American democracy, on Feb. 23 started a new dramatic series on CBS. Pictured at the initial broadcast in script conference are (l to r), Charles Vanda, CBS western division program director; Nancy Kelly, actress, and Actor Burgess Meredith, narrator.

WMBG Night Boost

WMBG, Richmond, Va., on Feb. 26 was granted authority by the FCC to increase night power from 1,000 to 5,000 watts on 1350 kc., provided it files a CP providing for a directional antenna protecting WTSP, St. Petersburg, Fla. The FCC had set for hearing, in an action Nov. 13, the original application to increase night power but granted a Feb. 6 petition for reconsideration and grant without hearing. The order is not to be effective prior to March 29, date of Havana Treaty assignment changes.

Boundary Tower

WBEN, Buffalo, claims that its new 5,000-watt transmitter, being erected on Grand Island, in the middle of the Niagara River connecting Lakes Erie and Ontario, is nearer the U. S.-Canadian boundary than any other transmitter in the country. The international boundary runs only a little more than a mile from WBEN's 52-acre transmitter site on Grand Island. The station expects to go on the air with its new RCA 5-DX transmitter shortly after the March 29 reallocation. Erection of two 475-foot Blaw-Knox directional towers was completed last week.

WHB

Kansas City's Favorite Station

★

"Represented by Rambeau"

WM. G. RAMBEAU COMPANY

CHICAGO 360 No. Michigan Andover 5566

NEW YORK Chanin Building Caledonia 5-4940

KANSAS CITY

ASK THE MAN WHO OWES ONE

If you want to know the difference in rates on Richmond Stations, ask the man who owes a bill on one.

For instance, a minute spot—evening time—on WMBG—the Red Network outlet in Richmond costs only $15.00. A minute on the other leading Richmond Station—evening time rate—costs $35.00. That makes the money odds on the Red over 2 to 1.

WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night—and equal density of coverage. WMBG charges you only for what it covers—a saving of $20.00 on a minute spot—other savings in proportion. Before you buy—get the WMBG story. WMBG, NBC Red Outlet, Richmond, Va.

National Representative—John Blair Co.

Pacific Coast Programs Renewed by Langendorf

LANGENDORF United Bakeries, San Francisco, has renewed most of its announcements and programs, local and network, including 50 and 100-word spot announcements for Hollywood Bread on KSFO KPO KFRC KFBK KWG KTRB KDON KHUB KIRO KOMO KVI, three and four times weekly. It also renewed its daily announcements for Dr. Penland's Bread on KNX and KPO.

Langendorf is using three-daily spot announcements on KSFO for Holsum Bread and sponsors the *Homestead Amateur Hour* with Benny Walker, Mondays 7-8 p.m. (PST) on KGO; *News by Hughes* on Don Lee-Mutual network on the Coast, Monday through Friday, 10-10:15 a.m. (PST) and *Adventures of Shafter Parker* on Don Lee-Mutual network on Coast, Monday through Friday, 5:30-45 p.m. (PST). Agency is Leon Livingston Adv., San Francisco.

Showerman Decorated

IRVING E. (Chick) SHOWERMAN, eastern sales manager of NBC-Red, was notified by the War Department recently that he has been awarded the Order of the Purple Heart with two Oak Leaf Clusters and the Silver Star Medal for bravery in action during World War I. Wounded three times, Mr. Showerman was a corporal in Battery F, 15th Field Artillery, Second Division.

Kroger Service

SIX days a week Announcer Ron Gamble, of WJR, Detroit, extols to listeners the delectable features of Kroger Tenderay Beef on Kroger's newscasts. A hundred miles away, in Battle Creek, a 76-year-old gourmet was carried away by Gamble's mouth-watering description, promptly sent him a letter and check for $5 asking Gamble to mail him "4 steaks, 2 inches thick, flat bone sirloin". Startled Announcer Gamble, not knowing just what to do, turned the matter over to E. P. Robertson, Kroger's Detroit manager, who sent the steaks to the Battle Creek listener with the compliments of Kroger's—and returned the check.

Coast Chain's Spots

FOREMAN & CLARK, Los Angeles (chain clothiers), sponsoring a daily quarter-hour early morning newscast on KFI, that city, on March 3 starts a similar type of program on KSFO, San Francisco, and KJR, Seattle. Firm contemplates adding other stations to the list. Augmenting its present schedule, the concern is planning a one-minute transcribed announcement campaign for the Easter season. Stations in communities where there are Foreman & Clark stores will be utilized. Milton Weinberg Adv. Co., Los Angeles, has the account.

Movin' Day Discs

A SERIES of 13 spot announcements for placement on local stations is included in a 35-piece sales promotion kit now being issued by the RCA tube and equipment division of RCA Mfg. Co., Camden, to its servicemen for use in connection with Radio's Movin' Day March 29. Units in the kit together with a full-page advertisement that day in the *Saturday Evening Post* urge radio owners to have a competent serviceman retune their push-button sets and to "retube when you retune".

Characteristics of FM Shown in Special Disc

SPECIALLY prepared for its members, as an aid in the promotion of frequency modulation by FM stations all over the country, FM Broadcasters Inc. on Feb. 28 issued a double-faced 16-inch transcription comprising two special 15-minute programs designed to show the full-fidelity capabilities and other advantages of FM.

Included in the two programs, which may be coupled if desired into a full half-hour show, are musical selections, unusual sound effects, comparisons of tonal quality in standard AM broadcasting and FM. The continuity, aimed at outlining each of FM's principal virtues, has been prepared by Dick Dorrance. Recording, using latest methods and equipment, was done by World Broadcasting System. The discs were distributed without charge to all members of FM Broadcasters Inc., as part of the organization's service work, and will be aired only over FM stations.

BMI Tunes in Canada

ANNOUNCING that it has completed arrangements for having its popular tunes printed in Canada, Broadcast Music Inc. reported that a Canadian edition of 5,000 copies of "I Hear a Rhapsody" was sold within a week and that a second printing of the same number of copies also was exhausted in a week. Best selling records in Canada are "I Hear a Rhapsody", "Frenesi", and "You Walk By", in that order, BMI states, adding that aside from war songs more than 90% of the tunes ordered in the Dominion are either published by or licensed through BMI.

RULING PROTESTED IN BROOKLYN CASE

PROTESTING a proposed FCC decision which would eliminate both WCNW and WMBQ, Brooklyn stations, and turn over their operating time on 1500 kc. to WWRL, Woodside, L.I. [BROADCASTING, Feb. 10], Arthur Faske, licensee of WCNW, last Monday filed with the FCC exceptions to the proposed findings, along with a request for oral argument, a petition for reconsideration, and a statement in support of the request.

The requests are based on "new evidence" now available to the Brooklyn station, it is claimed, which is sought to be introduced in support of WCNW's application for license renewal. The WCNW exceptions and requests were filed by Bernard A. Grossman, the station's counsel. On Feb. 27 Gustave A. Gerber, counsel for WWRL, filed notice that he desired to appear and participate in the oral argument.

Listing 27 exceptions to the proposed decision, WCNW maintained that "the punishment proposed does not fit the crime—alleged engineering deficiencies — and took issue with various "erroneous" findings regarding WCNW's operation and Mr. Faske's financial qualification. Holding in its petition for reconsideration that public interest, convenience and necessity would not be served by authorizing fulltime operation of WWRL on 1500 kc., WCNW cited newspaper accounts and statements by public officials in support of its charges "on information and belief" regarding German-language broadcasts of WWRL, including alleged un-American activities by a German - language announcer on WWRL. WCNW also charged that WWRL operated a lottery in violation of the Communications Act of 1934.

Hormel Drops

GEORGE A. HORMEL & Co., Austin, Minn. (meat), will discontinue sponsorship of *Burns & Allen* on March 24. Program is currently heard on the NBC-Red, Mondays, 7:30-8 p.m. While no reason was given for the action by BBDO, New York, the agency in charge, it is understood that a $2,000 increase asked for the renewal, making the package price of the show approximately $14,500, was in large part responsible for the decision. No future radio plans have been divulged by the agency, but is understood the company will not sponsor another network program until next Fall.

CHILDREN
WHEN THEY LISTEN
-THE FAMILY BUYS!

KEX has done a notable job of building a children's audience. Last year the station received an educational award from Ohio State University.

"Reading Is Fun" is presented by the Portland Junior League and the Library Association of Portland. So great has been the response that, according to Mrs. Marion Herr, head of the library children's department: "It has been necessary to purchase additional copies of all books dramatized in order to meet the demand." For a children's audience buy KEX.

KGW ☆ KEX

820 KC
5000 WATTS DAYS—1000 WATTS NIGHTS
NBC RED

1160 KC
5000 WATTS CONTINUOUS
NBC BLUE

National Representatives—EDWARD PETRY & CO., Inc.

Operated in the Public Interest by
THE OREGONIAN
The Great Newspaper of the West

CHNS
HALIFAX
NOVA SCOTIA
The Busiest
Commercial
Radio Station
of the Maritimes

JOS. WEED & CO.
350 Madison Avenue, New York

WRNL
ALWAYS RINGS THE
BELL
IN RICHMOND, VIRGINIA
NBC BLUE • 1000 WATTS

Edwin Mullinax Named To Direct New WLAG

THE NEW WLAG, LaGrange, Ga., plans to begin operation April 15, according to Edwin Mullinax, general manager. Authorized last November by the FCC, the station will operate on 1240 kc. with 250 watts.

Mr. Mullinax

Mr. Mullinax, 23, was formerly program director of WHMA, Anniston, Ala., and is one of the youngest executives in radio. He also has served with WSIX, Nashville. James Hudson, formerly of WSIX, has been named chief engineer.

WLAG is licensed to LaGrange Broadcasting Co., a partnership of Roy C. Swank, publisher of the *LaGrange Daily News;* Fuller Calloway, of the Fuller Calloway Foundation in LaGrange, and Arthur Lucas and William Jenkins, theater owners. Studios are in the Daily News Bldg. A Gates transmitter and a 190-foot Wincharger tower will be used.

Canadian Stations Help Dominion's War Drives

OVER 4,000 hours of free time in the form of spot announcements was contributed during 1940 by members of the Canadian Assn. of Broadcasters, according to a preliminary compilation. For the first half of 1940 the 58 members of the CAB contributed in spot announcements a total of 2,058 hours, mostly in evening time, worth $165,393.

As more time was contributed in the latter half, the CAB members gave close to $375,000 in time last year to announcements for Canadian war loans, war savings certificates, Red Cross, Canadian Legion, Finnish Relief, Navy League, YMCA, Imperial Order Daughters of the Empire, British War Victims, Better Business Bureaus, and to the regular charities. The figures take into account only such time as the broadcasting stations themselves gave. Time contributed by commercial sponsors is not counted in this total.

Across the Border

FIRST INTERNATIONAL military camp interview was staged March 3 at Fort Niagara, Youngstown, N. Y., when Lotta Dempsey, Canadian Broadcasting Corp. commentator, told a CBC national network about life in a U. S. Army Camp. Miss Dempsey was the first woman commentator to visit a Canadian military camp for a network interview, and was picked for this international broadcast. She was guest of the headquarters staff of the camp at Fort Niagara.

DIRECT from the fort (Knox) comes a series of programs on WHAS, Louisville, written and presented by enlisted men and officers. Dudley Musson, WHAS production director, is in charge. Here a group of enlisted men from the Sixth Infantry, armored, rehearses sound effects for the opening program.

WISH Joins Blue

WISH, Indianapolis, now under construction and scheduled to start operation May 1, will become a member of NBC Basic Blue on that date. The station will operate on 1280 kc. with 5,000 watts day power and 1,000 watts night on a directional antenna. Evening hour rate will be $180 for WISH, owned by the Capital Broadcasting Corp., with cut-in announcements at $15 night, $7 day and $11 Sunday afternoon. Between now and May 2, four other stations will join NBC, bringing the NBC Basic Blue stations to 101, supplementaries to 61 and Basic Red to 73, a total for both NBC networks of 235 stations. New Stations are WTRY, Troy, and WOC, Davenport, on March 16; WORD Spartanburg, S. C., on March 29, and WWVA, Wheeling, on May 2.

WCED Additions

ANNOUNCEMENT of additions to the staff of the new WCED, DuBois, Pa., has been made by Robert S. Webster, general manager. The new local, which went on the air Feb. 14, is licensed to Tri-County Broadcasting Corp. headed by H. T. Gray, publisher of the *DuBois Courier & Express*, and employs 250 watts on 1200 kc. In addition to his present duties, Mr. Webster, formerly of WCAE, Pittsburgh, has also absorbed those of commercial manager. Josephine Andrews, formerly with WCAU, Philadelphia, has been named program director and Clifford Gorsuch, previously with WMBS, WJLS, WCHS and WSLB, has been appointed chief engineer. Equipment is RCA throughout and a 300-foot vertical antenna has been erected. Studios and executive offices are located at 80 Park Place.

DISCS FOR CAMELS SHIPPED TO ORIENT

AN AMERICAN commercial program will be heard in the Philippine Islands April 4 when KZRH, Manila, and KZRC, Cebu, recent affiliates of NBC, broadcast a transcribed version of the Feb. 20 NBC-Red program featuring Xavier Cugat and Yvette, sponsored by R. J. Reynolds Tobacco Co. for Camels.

The same procedure will be followed thereafter for each of the Cugat programs and the two shortwave affiliates of the Philippine stations will rebroadcast the program to the entire South Pacific area, China, Borneo, Singapore and Indo China. NBC estimates 100,000 licensed radio sets in the Islands alone.

KGU, NBC's affiliate in Honolulu, Hawaii, also takes the program via transcription, presenting it 20 days after the original program in New York. According to Wm. Esty & Co., New York, 18 NBC-Red stations in the south and southeast United States have been added to the program, making a total of 83 NBC-Red stations, Thursdays, 7:30-8 p.m. The half-hour also is shortwaved to South America on WRCA and WNBI, NBC's shortwave stations, at 9:15 p.m. Thursdays with commercials and all announcing in Spanish.

JOHN B. BEMAN, legal adviser of Pennzoil Corp., Los Angeles (petroleum products), for the past 20 years, has been elected president. He succeeds the late Norman M. Day.

10,000 NEW CUSTOMERS FOR A COFFEE BRAND

HUNDREDS OF THOUSANDS OF 50¢ PURCHASES FOR A DRUG CHAIN

THE MODERN WEBSTER DICTIONARY

The Radio Premium of the Year!

The Modern Webster Dictionary has scored one smashing premium success after another! And no wonder! Though it costs you only 10c, it is full library size, bound in flexible Lexide. Its 416 pages define over 40,000 words . . . contain 32 pages of full color maps and many valuable supplements! It has everything a practical premium needs—flash, utility, appeal, low cost. A post card will bring you a sample to prove it.

Address Department B-3

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2231 W. 110 St. Cleveland, O.

KZRH MANILA

"The Voice of the Philippines"

Clear Channel • 710 Kilocycles • 10,000 Watts

and **KZRC CEBU CITY**

"The Voice of Cebu"

Announce their Affiliation

with the

NATIONAL BROADCASTING COMPANY

For further and complete information on these modern, American-operated stations and the Philippine Market . . .

Call or write

INTERNATIONAL RADIO SALES

Chicago • New York • San Francisco

WBAL means business in Baltimore

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

FEBRUARY 24 TO FEBRUARY 28, INCLUSIVE

Decisions . . .

FEBRUARY 19

(Correction)

KWTO, Springfield, Mo.—Set for hearing application CP increase hours to unl., directional antenna, 560 kc 1 kw 5 kw D.

FEBRUARY 25

WTAG, Worcester, Mass.—Granted CP increase to 5 kw N & D, new radiators, directional, 580 kc.

KGGF, Coffeyville, Kan.—Granted temporary license renewal 1 kw 500 w N starting 3-29-41, pending final action on amended application.

WNAD, Norman, Okla.—Granted CP move transmitter, change to 640 kc D only, new antenna.

WABI, Bangor, Me.—Granted CP new transmitter, directional after sunset Chicago, change to 910 kc after March 29, increase to 5 kw.

WCFL, Chicago—Granted CP increase to 10 kw unl. on 970 kc, new transmitter, directional.

WINS, New York—Granted CP new transmitter, directional, increase from 1 to 50 kw, change to 1000 kc under treaty, increase hours to unl.

NEW, Lewistown Broadcasting Co., Lewistown, Pa.—Granted CP 1500 kc 250 w unl.

SET FOR HEARING—WFNC, Fayetteville, N. C., application voluntary assignment of license etc.; NEW, Federated Publications, Grand Rapids, CP FM 46.1 mc, also Battle Creek, 48.1 mc, and Lansing 47.1 mc, in consolidated hearing; NEW, Western Gateway Broadcasting Corp., Schenectady, CP 1210 kc 350 w unl., to be heard with application of Van Curler Broadcasting Corp.; NEW, Parkersburg, Sentinel Co., Parkersburg, W. Va., CP 1310 kc 250 w unl.; KOVO, Provo, Utah, consent voluntary assignment license.

MISCELLANEOUS—WCRC, Brentwood, N. Y., granted modification CP new international station; WCBX, same; WCSH, Congress Square Hotel Co., Portland, Me., granted modification CP directional, increase to 5 kw 940 kc, for extension of completion date.

FEBRUARY 26

LICENSE RENEWALS: W3XEP, Camden; W9XUI, Iowa City; W3XE, Philadelphia; W3XP, Philadelphia; W2XH, Schenectady; W2XWE, Albany; W8XUM, Columbus; W9XWT, Eastwood, Ky.; W9XYZ, St. Louis.

MISCELLANEOUS—WQEC, Vicksburg, Miss., dismissed rehearing petition against grant to WTJS, Jacksonville, 10-22-40; WMBG, Richmond, granted petition for reconsideration and grant without hearing, setting aside action of 11-13-40 setting for hearing application of WMBG for modification of license to increase to 5 kw, but authorization will be withheld pending filing by WMBG and FCC approval of CP application specifying radiation; Worcester Broadcasting Inc., Worcester, Mass., adopted decision and order denying rehearing directed against of grant 12-17-40 to C. T. Sherer Co. Inc., Worcester; WREN, Lawrence, Kan., denied petition for action on application, etc., directed against action of 2-4-41 granting part application of WREN for CP 5 kw increase N to 5 kw; WBAX, Wilkes-Barre, denied petition to set aside ruling of 2-7-41 extending date of oral argument to 3-13-41; WRDO, Augusta, Me., set for further hearing application license renewal in order to obtain full information.

FEBRUARY 27

WSBT, South Bend, Ind.—Adopted memorandum opinion covering action of 10-1-40 granting CP change transmitter, change 1360 to 930 kc etc., on condition applicant disposed of interest in WFAM.

FEBRUARY 28

MISCELLANEOUS—KFJI, Klamath Falls, Ore., granted continuance hearing to May; WSOY, Decatur, Ill., granted leave to amend application for CP to 1560 kc (under treaty), increase power; WTAL, Tallahassee, Fla., granted extension to 3-29-41 to file proposed findings re renewal; WGNY, Newburgh, N. Y., granted leave amend application to 1220 kc under treaty, increase to 250 w unl., March 6 hearing cancelled; NEW, Stephen R. Rintoul, Stamford, Conn., granted continuance hearing pending action on petition to reconsider and grant application new station; NEW, Old Colony Broadcasting Co., Brockton, Mass., granted dismissal without prejudice application 1160 kc 500 w D.

Applications . . .

FEBRUARY 24

WPRP, Ponce, P. R.—Modification CP new transmitter etc., amended to 1520 kc under treaty.

WAGE, Syracuse—Modification CP re transmitter.

WHEB, Portsmouth, N. H.—Voluntary assignment license to WHEB Inc.

WNYE, Brooklyn—CP change to 42.1 mc increase power etc., amended to FM.

FEBRUARY 25

WDEL, Wilmington, Del.—Modification CP increase power etc., amended to 1150 kc under treaty.

WAPI, Birmingham—CP change to 1070 kc 50 kw unl. directional, under treaty.

NEW, Portsmouth Radio Corp., Portsmouth, Va.—CP 1500 kc 250 w unl., 1490 kc under treaty.

WSAM, Saginaw, Mich.—Modification license to 1400 kc 250 w N & D unl., under treaty.

NEW, Roy St. Lewis, Norfolk, Va.—CP 1200 kc 250 w unl., 1230 kc under treaty.

NEW, King-Trendle Broadcasting Corp., Grand Rapids—CP 45.5 mc FM 4,340 sq. miles.

WAAF, Chicago—CP increase power etc., amended to 1 kw N & D, change transmitter, antenna.

WDGY, Minneapolis—CP directional N, increase power etc., amended to ask 1130 under treaty, move trans., change directional antenna.

KWJJ, Portland, Ore.—Modification CP directional N, etc., re directional antenna.

KHSL, Chico, Cal.—CP increase to 1 kw N & D directional, asking 1260 kc, 1290 under treaty.

NEW, Standard Broadcasting Co., Los Angeles—CP 45.1 mc 1427 sq. miles, amended to 5707 sq. miles, change transmitter, etc.

FEBRUARY 27

WJR, Detroit—CP FM 43.7 mc, amended to 45.3 mc 6,800 sq. miles, change trans. etc.

WISN, Milwaukee—Modification CP new transmitter etc., to change type of transmitter.

WTAQ, Green Bay, Wis.—CP change antenna.

W6XHH, W6XHT, Los Angeles—Modification CP new television stations to extend commencement date.

FEBRUARY 28

WLAK, Lakeland, Fla.—Authority to transfer control to Russell E. Baker.

KFH, Wichita—Modification CP as modified for new transmitter, directional N, etc., asking 1330 kc under treaty.

KGHL, Billings, Mont.—Modification of CP for directional N, increase power etc., asking 790 kc under treaty.

Tentative Calendar . . .

MARCH 6

WGNY, Newburgh, N. Y.; NEW, Stephen R. Rintoul, Stamford, Conn.—Each seeks CP 1370 kc 250 w. unl.

MARCH 28

KGNO, Dodge City, Kan.—Modification license to 1340 kc 500 w 1 kw D unl.

NEW, J. C. Kaynor, Ellensburg, Wash. —CP 1310 kc 250 w unl.

APRIL 3

WTMC, Ocala, Fla.—License revocation, to be heard by Com. Walker; WDLP, Panama City, same.

APRIL 10

NEW, Granite District Radio Broadcasting Co., Murray, Utah—CP 1500 kc (1490 under treaty) 250 w unl.

APRIL 11

NEW, J. Leslie Doss, Bessemer, Ala.—CP 1370 kc 250 w unl.

ALLEN B. DU MONT Television Laboratories is demonstrating television with 625 lines, 15 frames, each Wednesday and Friday afternoon through March 20 in the company's studios at 515 Madison Ave., New York.

KIDDIES at recess hear daily talks by Jim Cooper, newscaster of WBNS, Columbus. Riding in the new police safety car, Cooper talks over a p.a. system about safety. He gets much of the credit for a decline in Columbus traffic accidents.

CBS Conference Holds Discussion Of Latin Program

Plans for Extension of Its 'Air School' Considered

CLIMAXING the First International Conference of the *School of the Air of the Americas*, formed in 1940 by CBS as an extension of the 11-year-old *American School of the Air* programs, was a dinner given March 1 at the Waldorf-Astoria Hotel, New York.

Broadcast on CBS from the dinner were speeches by W. B. Lewis, CBS vice-president in charge of broadcasts; Dr. Leo S. Rowe, director-general of the Pan-American Union, and Nelson Rockefeller, coordinator of commercial and cultural relations between the American republics for the National Defense Council.

Leading educators, Government officials and broadcasters from all parts of the Western Hemisphere were invited by CBS to attend the three-day conference which opened Feb. 27 in Atlantic City, coincident with the annual meeting of the American Assn. of School Administrators, and continued Feb. 28 and March 1 in New York.

Promoting Understanding

At the first session, Sterling Fisher, CBS director of education and radio talks, described how the *School* programs are designed "to promote deeper understanding and appreciation of each other's history and culture, needs and achievements, among the peoples of the 22 American nations."

Already broadcast from Spanish and Portuguese scripts in many American nations, and in English in Canada and the United States, the programs will be heard next autumn in 18 Latin American nations by many of the 64 new CBS affiliated stations in those lands. Also at the first session was a demonstration broadcast from the CBS series "Tales From Far and Near", as produced by Nila Mack, CBS director of children's programs.

The morning session Feb. 28 opened with a demonstration of the CBS "New Horizons" series of the *School of the Air*, followed by several addresses including one by Edmund Chester, CBS director of Latin American relations.

Sectional meetings at the Waldorf included a business women's meeting with a ten-minute broadcast from Buenos Aires; a panel survey of the different evaluation experiments now going on in the United States with Dr. Paul F. Lazarsfeld, director of radio research at Columbia U, and I. Keith Tyler of Ohio U among the participants; discussion of "Production of Broadcasts" with Earle McGill, CBS director, presiding and a script writing section with Max Wylie, director of the CBS script department, as chairman.

At the March 1 session William Fineshriber, director of the CBS music department, presided over a demonstration of CBS music programs for the *School*, dealing especially with North American and Latin American folk music. In CBS' studio building on E. 52d St., Gilbert Seldes, CBS director of television programs, was chairman at a demonstration of color television, after which a final session was held at the Waldorf on Pan American news. Paul W. White, CBS director of news broadcasts, acted as chairman, and William L. Shirer, CBS European reporter now in this country, gave a talk on news broadcasting from Europe.

WCBI Staff Additions

WCBI, Columbus, Miss., has augmented its announcing and engineering staffs. Joe Byars has been added as chief announcer and Charles Hall as announcer while Paul Cresap has been made program director. James Arrendale has been made chief engineer, succeeding Robert Montgomery, while Vasco Rhoden has been added as an engineer.

MAYOR Le Craw of Atlanta gets something with which to remember his inauguration. Program director John Fulton (right), of WGST presents his honor with a transcription of the inaugural ceremonies which were broadcast over the station. Mrs. Paula Wilhite, secretary and treasurer of WGST, looks on as the Mayor receives the gift.

CLASSIFIED Advertisements

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Announcer - Texas—give all first letter. Experience, salary, age, photo. Box 262, BROADCASTING.

Announcer Engineer—Hundred dollars per month. Send transcription, availability. Box 263, BROADCASTING.

Openings on Hand!—for qualified employees—every department — announcers, operators, combinations, transradio press, salesmen, etc., except talent. National Radio Employment Bureau, Box 864, Denver, Col.

Promotion Manager — midwestern clear-channel outlet, network affiliate. State age, expected salary, married or single, experience. Include photo and samples of work. Box 259, BROADCASTING.

Announcer—all around, who can write good advertising copy and sell, must have car. Local independent station Southwestern state. Give full information experience, enclose snapshot. Salary needed. Box 260, BROADCASTING.

Broadcast Engineer—preferably with some college education, familiar with adjustment of transmission lines and antenna systems, for position with Washington consulting engineer. State details of experience and education; also salary desired. Box 253, BROADCASTING.

Salesman—well established MBS affiliate South East offers excellent opportunity to producer. Drawing account plus commission. Will consider only experienced aggressive sober salesman who wants to get ahead. Write full details concerning yourself to Box 246, BROADCASTING.

Salesman—chance for right man to become number two man in commercial department of NBC local eastern station; 200,000 in primary; big undeveloped potential; big opportunity for real producer. Man experienced in local sales preferred. Good starting salary or draw. Personal interview necessary. Write full details to Box 247, BROADCASTING.

Our organization conducts special promotional radio campaigns—we need a sales executive to contact stations and present our proposition. Must have car and be willing to travel extensively. Must be forceful salesman. Position will pay salary, expenses, plus bonus. Replies will be treated confidential but must contain full information regarding yourself. Box 261, BROADCASTING.

Graduate (college) Communications Engineers—opening in large broadcasting organization for engineer experienced in broadcast allocation, field intensity survey, antenna design, and license application work. FM knowledge and experience desirable but not essential. Also opening for recent graduate interested in broadcast engineering (not operations). Must have above-average record in recognized college giving communications (not E. E.) course. Give age, qualifications, reference, salary requirements, photo. Box 252, BROADCASTING.

Situations Wanted

Radio Sales Executive—widely known in advertising agency field. BACKGROUND: Agency, plus considerable selling experience with nationally known newspaper and radio station representatives. Presently associated with large regional network in executive capacity. Thoro knowledge of national markets, merchandising and marketing. Interested in making connection with recognized radio station representatives or in national sales for high-powered station. Salary commensurate with record and ability. Box 251, BROADCASTING.

Situations Wanted (Continued)

News Editor, Interviewer—(WLS experience) will present HOBBY STARS show. Phil LaMar, Box 54, Hammond, Indiana.

Commercial Writer—young woman good at informal, conversational type of commercial. Substantial advertising background—planning, writing. Box 250, BROADCASTING.

Program Director—nine years in radio. Also announcing and sales experience. Proven ideas for building local sales. Now employed. Box 258, BROADCASTING.

Account Executive—experienced, selling, writing, production. Sales record, references, married, dependable, temperate. Now employed. Connection wanted with live station in good market. Box 257, BROADCASTING.

Seventeen Years Behind the Mike—program director employed in major city desires change as busy executive's assistant. Go anywhere. Qualified news, sports, sales. Box 256, BROADCASTING.

Apprentice—script and production. Young, married, Christian, now employed, am studying latest technique with C.B.S. directors. Years of experience, theatricals, publicity, newspaper, advertising. Will start as apprentice with station or agency. Excellent references. Box 245, BROADCASTING.

First Class Announcer—wishes position with first class network affiliate. Has tested morning chatter show. Wants to locate in metropolitan area. Thirty years old, married, college education. Network reference. Able to handle any assignment. Address Box 249, BROADCASTING.

Commercial - Promotion Manager — knows how to sell local and national accounts . . . and keep them sold. Will accept full responsibility for copywriting, publicity and merchandising. Advertising agency background. University trained; 28; married. Interesting proposition for new or established station. Box 254, BROADCASTING.

Radio Executive—three years with top-flight New York advertising agency and six years station experience desires connection outside New York City. Background embraces all phases of radio: buying and selling time and talent; program supervision, writing and production; general administrative work; publicity, research, etc. Writer believes this thorough knowledge of radio in both station and agency fields would be valuable to progressive local agency or station. Box 255, BROADCASTING.

For Sale

250 Watt Station—will sell all or part of stock in station one year old in midwestern town. Box 248, BROADCASTING.

For Sale—a Lingo type antenna, 188 ft. tall, applicable to the 1200, 1300, and 1400 frequency range. Tower in perfect condition, located in Ashland, Ky. Address manager WCMI.

Continuities—to your order. Special dramatized educational historical presentations, particularly appropriate for high schools, patriotic societies, sustaining, and *professional* production. *Drumbeats of American History*, P. O. Box 224, (CPO), Pittsburgh, Pa.

3 Type 70-B RCA Turntables—Umber gray, lateral and vertical pick ups. Good condition. Reasonably priced. Box 264, BROADCASTING.

To Serialize 'Claudia'

GENERAL FOODS Corp., New York, through its agency, Young & Rubicam, New York, has purchased radio rights to "Claudia," series of stories written by Rose Franken, and upon which the current Broadway production of the same name is based. It is understood that starting in the latter part of May, *Claudia* sketches of about 10 minutes in length wil be dramatized on the CBS *Kate Smith Hour*, sponsored by General Foods for Grape Nuts, much in the same manner that *Aldrich Family*, now heard on the NBC-Red, started for the same sponsor. Present plan, according to Young & Rubicam, is to expand *Claudia* to a half-hour dramatic program, inaugurating it as a summer replacement for the *Kate Smith Hour*, when the latter program leaves the air for two months.

Crystal Specialists Since 1925

ATTENTION

BROADCASTERS SUBJECT TO FREQUENCY RE-ALLOCATION

We are at your service to—

1. REGRIND your present crystal to higher new frequency **$17.50**
2. NEW CRYSTAL (less holder) **$22.50**
3. NEW CRYSTAL fully mounted . . **$30.00**

LOW DRIFT - APPROVED BY FCC

Scientific **RADIO SERVICE**

124 Jackson Ave. University Park, Md.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. DI. 1205
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
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RAYMOND M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • NA. 6718

B-S-H Receives Data on Stations

Reps Help in Questionnaire Soliciting Coverage Facts

ABOUT 60% of the stations queried by Blackett-Sample-Hummert, New York, for data about their coverage and their complete current list of sponsors, including spot announcements and chain breaks as well as programs [BROADCASTING, Feb. 10], have responded, according to Thomas P. Maguire, media director of the agency, who wrote the letter.

Response was chiefly through the station's New York representatives, he said, although a number of broadcasters answered direct.

Results have provided the agency with a file of station data which can be used without the necessity of calling in station representatives every time such information is wanted, Mr. Maguire explained, and the agency has also been able to secure an overall picture of the spot radio activities of advertisers whose products compete with those advertised by clients of Blackett-Sample-Hummert.

Some spot business has been placed by B-S-H as a result of the information obtained, he said. The agency's letter was addressed chiefly to stations without network affiliation and replies uncovered stronger competitive campaigns than B-S-H had suspected in some markets which called for increased activity by B-S-H clients to counteract it, he explained.

Station Complaints

A number of broadcasters have complained about the agency's action when all it desired was to learn about accounts competive with its own and chiefly in the drug field. A check of New York station representatives, made by BROADCASTING in response to these complaints, revealed however that in most instances where the stations communicated with their representatives instead of answering the agency directly the representatives were able to supply the agency with the information it needed.

General feeling among the representatives is that while the agency's letter was perhaps ambiguous and certainly over-extensive in its request for information, it caused little trouble to them or to the stations which referred their letters to them and that only stations that acted without consulting their representatives were unduly put out by the request of the agency. There was general agreement that taken at its face value, the agency request for the full record of all business on the stations queried was out of line and should not have been complied with.

RCA MFG. Co., Camden, N. J., announces the sale of the following RCA equipment: WHYN, Holyoke, Mass., 250-K transmitter; KSRO, Santa Rosa, Cal.; WFDF, Flint, Mich., 1-K transmitter.

Drawn for BROADCASTING by Sid Hix

"Due to Circumstances Beyond Our Control . . ."

Federal Priority on Aluminum May Curtail Blanks for Discs

Small Reserve Supply Is Held by Manufacturers; Old Blanks Sought; Federal Discs Affected

A "SERIOUS shortage" of acetate recording blanks may result from the action of the Office of Production Management last Monday placing aluminum in the "much needed" class, giving the defense program first call on this metal, according to leading manufacturers of these aluminum-base discs. The blanks are widely used in radio to record network programs off-the-air or off-the-line for delayed broadcast, for audition, checking and file purposes, and master records for both transcriptions and phonograph records.

Priorities Problem

A New York representative of Aluminum Co. of America stated that under the OPM priorities plan the demands of defense would henceforth be subtracted from the monthly production of the metal with the remainder, which he estimated as "about 1/30th or 1/40th of the amount normally required," available for civilian use. The OPM, he said, will tell his company what amounts it can ship and to whom shipments can be made, and if the recording industry is to get the metal it needs it will have to convince the OPM that its needs are greater than those of other users of aluminum. Aluminum Co. executives were studying the situation, he said, and by this week they expect to have clearer knowledge of how the metal will be allotted.

Major manufacturers of blanks in New York said they had on hand a supply of aluminum sufficient for periods ranging from "two weeks" to "several months", but all agreed that the situation was serious. Ralph C. Powell of Presto Recording Corp., said his company is requesting its customers to return to it all used blanks that can be scraped and replated, offering them 15 cents for each 16-inch disc and 5 cents for each 12-inch disc which can be reprocessed.

He urged that broadcasters offer their used records to the companies with which they normally deal, stating that the present shortage is in part due to groups who are buying aluminum for speculative purposes.

H. E. Reed, president of National Audio Devices, said his company for several years has conducted experiments with glass, zinc, tin, sheet steel, plastics, laminated wood, cardboard and other possible substitutes for aluminum, but that so far no completely satisfactory substitute has been found. He said that by getting back used blanks a lot of the metal could be recovered and reused, but that an additional fresh supply would be needed. Bryce Haynes, vice-president of Audio Devices, was in Washington discussing the situation with the OPM, he said, in an attempt to secure the metal needed by recorders, which Mr. Reed estimated to be about 1,500,000 pounds a year, an extremely small percentage of the total production of aluminum.

Transcription manufacturers were concerned, although a number of them use wax masters for their library services, which will not be affected by the aluminum shortage. One manufacturer said there might be a sunny side to the shortage if it caused sponsors of network programs to have them recorded in the studio for supplementary use, instead of having the stations unable to broadcast the programs at the time of the network broadcasts make individual off-the-line recordings locally.

Aluminum Preferred

It is estimated that the aluminum base of the blank discs amounts to about 80 or 90% of the total substance. The aluminum base for the blanks is said to be superior to other core materials because of its peculiar quality allowing fusion with the acetate coating, as well as its ability to be stamped into a flat surface.

Although recoating is advanced as a partial solution, it was stated to BROADCASTING that this plan offered difficulties since the aluminum core may be easily bent during the stripping process and not all records returned for recoating actually could be used.

According to Mr. Haynes, the actual amount of aluminum in the blank records ranges from .125 pound in 8-in records to 1.1 pounds in the 17¼-inch master records. On the average, some two million record units are produced annually, he estimated, with an average of .4 to .5 pounds of aluminum per disc.

It was also pointed out that a clamp-down on the supply of aluminum available for manufacturing blank discs would strike squarely the far-flung radio recording program of Government agencies, apart from the effect on the radio, phonograph and motion picture industries. The priorities plan also would have its effect on recordings for schools and colleges, it was added.

Gardner Series

GARDNER NURSERY Co., Osage, Ia., a heavy user of spot radio for several years, is starting its spring campaign and has contracted for 15 and 5-minute transcribed daily broadcasts on 83 stations. By March 17 the sponsor expects to have 200 stations. Agency is Northwest Radio Adv. Co., Seattle. The current list is:

WRVA WPRO WGR WBAL WCH WCPO WAAT WMIN WCFL KMPC WF KFVD KFEL WIBC WWSW WMB WCAO WFBL WHAS WCAR WHD KHQ KFRC KSL KGHL KFYR KM KOL KXOK KXA WSNJ KSUB WD WIBG KPO KOA WIND WHO WA KTKC WELI KSOO KFWB KID WW KFOX KMJ KCMO KVAN KQW WM WMEX WHAS WIL KIT WHFC KF KYA KCKN WAPI KTRB KJBS WH WDSU WSMB KWKH WGAN WP WPEN WTOL WEEU KWFT K WCOA WFLA WMBR KFBK CK KSCJ WSUN WOPI WCNW KUTA.

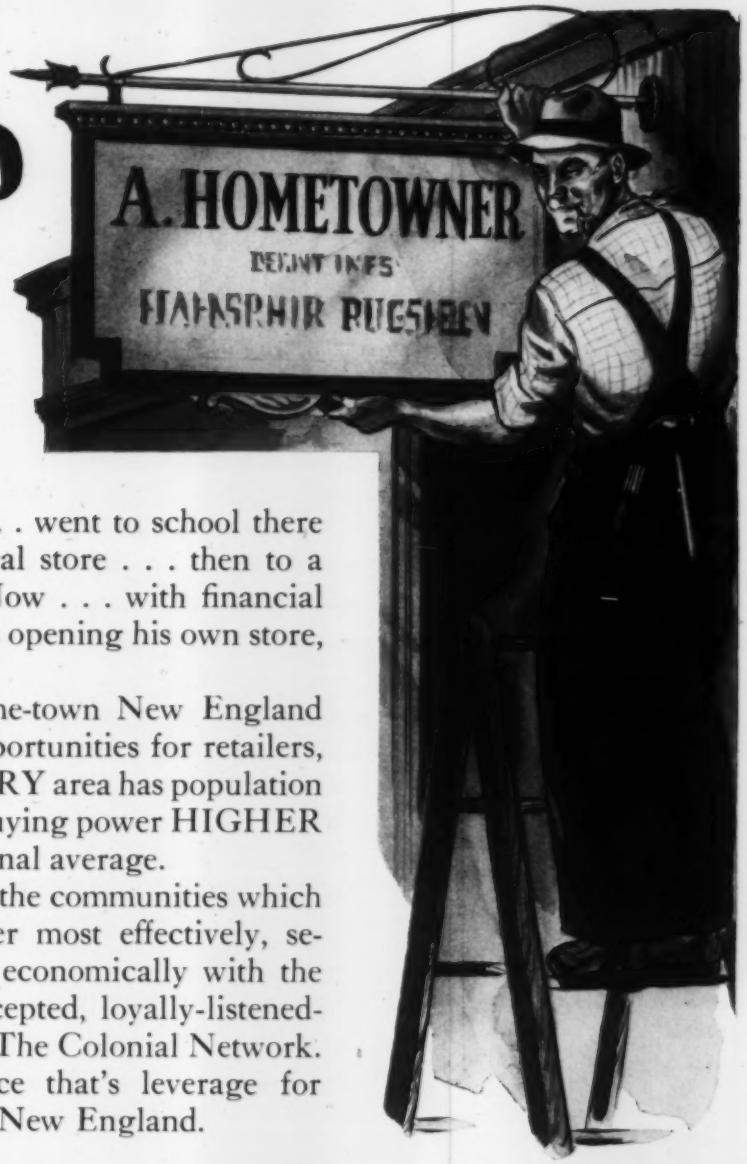
Three Programs Off

THREE NBC programs will be d continued during the week of Ma 9 at which time their present co tracts expire. Shows are *Seren to Loveliness*, sponsored by Ch berlain Sales Corp., Des Moines, 23 NBC-Red stations, Sunda 10:30-11 p.m., through L. W. Ra sey Co., Davenport; *Adventures Sherlock Holmes*, sponsored Grove Laboratories, St. Louis, 47 NBC-Blue stations, Sunda 8:30-9 p.m., through Russel Seeds Co., Chicago, and *Hit Stars, sponsored* by Consolida Royal Chemical Corp., Chicago, 54 Blue stations, Sundays, 5:3 p.m., through Stack-Goble A Agency, Chicago.

Joins Free & Peters

WILLIAM A. CHAMBERS, three years an account execu with Biow Co., March 3d joined New York office of Free & Pet station representatives. While Biow he handled campaigns Philip Morris and Joe Lowe C

LOCAL BOY MAKES GOOD



HE grew up in the home town . . . went to school there . . . worked part time in a local store . . . then to a college of business administration. Now . . . with financial assistance by the community bank, he's opening his own store, with sound prospects of success.

More than ever before, these home-town New England buying centers offer profit-making opportunities for retailers, because EVERY area has population density and buying power HIGHER than the national average.

These are the communities which you can cover most effectively, selectively and economically with the 19 locally-accepted, loyally-listened-to stations of The Colonial Network. It's acceptance that's leverage for more sales in New England.

WAAB	Boston	WTHT	Hartford
WEAN	Providence	WATR	Waterbury
WICC	Bridgeport, New Haven	WBRK	Pittsfield
		WNLC	New London
WLLH	Lowell, Lawrence	WLNH	Laconia
		WRDO	Augusta
WSAR	Fall River	WHAI	Greenfield
WSPR	Springfield	WCOU	Lewiston, Auburn
WLBZ	Bangor		
WFEA	Manchester	WSYB	Rutland
WNBH	New Bedford	WELI	New Haven

The Colonial Network

21 BROOKLINE AVENUE · BOSTON

EDWARD PETRY & CO., INC., *National Sales Representative*

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